

ELECTRICAL CONTRACTOR - DEALER

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Building Confidence

There are those who believe that because of the excessively high prices of all kinds of merchandise during the past few years, public confidence has been gradually on the wane, and that now it requires something more than high sounding phrases to convince prospects of the real value of goods offered for sale.

Some of those who hold this belief got together at the convention of the Associated Advertising Clubs of the World, which took place at Atlanta last June, and held a conference, at which many wise recommendations were promulgated.

It was decided that the modern merchant should entirely eliminate careless and wasteful methods of doing business; that the old "hit or miss" plans are obsolete; that the "custom of the trade" excuse must be discarded; and that just because certain practices were "good enough for father," they are not necessarily good enough for present business conditions.

The conference agreed that merchants should not entertain a conception of their stores as mere money making establishments, to be conducted primarily and solely for the purpose of piling up profits. On the contrary, retail stores should be semi-public institutions with distinct and increasingly definite duties.

In outlining what may be termed a creed, it was shown that service must go before profits—for what are known as good profits inevitably and only follow upon good and economical service; that honesty in goods be put above price—service and satisfaction first and price second; that retailers should devote their efforts to exploiting the goods rather than their cost.

The electrical contractor-dealer should carefully study recommendations of this character. Such principles should be practiced by his place of business and should be featured in his advertising. Honesty—quality—service. What a slogan to live up to! Nothing better could be found upon which to build public confidence.

Get Ready for Business

Even at its best, August always is a dull month in retail lines. But the merchant who sits around and complains of lack of business this month is likely to have less business next month. Instead of complaining, he should be pre-

paring for the future—getting ready for Fall and Winter business.

The ambitious electrical contractor-dealer can find plenty to do at all seasons of the year. Just now he can take advantage of the dull spell, and after the fashion of the wily politician, build his fences for the coming year.

First, there is the mailing list—for every progressive contractor-dealer must have a complete list of all customers and prospects in his neighborhood. If he conducts an electric store he mails the manufacturer's advertising literature to his prospective customers, along with his own letters and circulars. If he does only electrical contracting he gets a large number of his wiring jobs by direct mail advertising. So the mailing list must be revised, corrected, and kept up to date.

August is a good month for business house cleaning. The electrical contractor's office, shop, and storehouse usually need attention at this time of year. The odds and ends should be sorted and the junk should be disposed of while it still has some value. The dealer should lug out his slow moving goods and prepare plans for getting rid of the surplus. He should size up his merchandise—get more familiar with its selling points.

To continue the house cleaning program to its most profitable ends, a little fresh paint and paper will not come amiss. Clean, scrub, and polish. The store should literally shine out its welcome—and even the remotest old workshop is a better place to work when it is brightened up with paint—or whitewash.

The dull month is also a good time to make alterations and improvements in the place of business. Few business men appreciate the advertising value of changes of this nature that are readily observed by customers. Some alteration in the store, the office, or the workshop that will be noticed by every person who enters the place will always be commented on, and then will be passed from customer to customer until the word of mouth advertising becomes a valuable asset.

Then there are the changes in business systems, or methods, or policies—these can best be made during the dull month. Plan to improve the organization—to establish a closer relation with the public—to offer an additional service of some kind. Anything to make a feature which can be given publicity when business revives.

There are a hundred and one other profitable things that the electrical contractor-dealer can do during dull periods—all of which will bring gratifying results. To make notes

of such things during the busy seasons, and then to do them when the times comes, will bring about a marked increase in business at all seasons.

Business Preparedness

The average business man is pretty well satisfied with himself when his bills receivable are in excess of his bills payable, and in addition to this he has a comfortable balance to his credit in the bank. He usually feels that he has reached the height of success and holds himself superior to the fellow down street who is still struggling to get ahead.

There is just cause for gratification when the balance sheet shows assets in excess of liabilities, and yet there can be but little to brag about if such a business is not resting on a solid foundation. The slightest flurry may reverse the debit and credit sides of the ledger when the business structure has not previously been prepared for such a situation.

In starting any kind of business, preparedness should be the first consideration. First, the location of a factory, an office, a salesroom, a warehouse, or a retail store, is an important item. What about the future of the locality? Is there to be any immediate change in the makeup of the neighborhood? How about transportation facilities, power, opportunities for enlarging, and customers? The last item is of no more importance to the retailer than it should be to the wholesaler or manufacturer.

Innumerable items could be cited under the general heading of preparedness, but none is so important as the one which is the least understood and appreciated—advertising. Perhaps more money is wasted in useless and unprofitable advertising than is expended in profitable advertising. Why? Simply because it is not understood and not appreciated.

Nobody really knows much about advertising, and yet everybody knows all about it. To get expert opinion on an advertisement which has been prepared for printing—or one that has been printed—ask the porter. He will stop sweeping the floor any time to praise or condemn an advertising effort—and he does not hesitate to say what he thinks. The opinion of the boy who nails the packing boxes is just as freely given and is worth not a whit less—which may account for the large number of shipping clerks that have been promoted to the office of advertising manager.

The big blonde at the glove counter has been known to take snap judgment on an advertisement and condemn it because the orchid shade in which it was printed did not harmonize with the background; while the little brunette at the next counter did not like the store's advertising on account of the Egyptian border. Neither of these embryo advertising experts knew the kind of articles that were being advertised in those particular advertisements, but they felt competent to criticise them—which is the point.

Whenever or wherever an advertisement appears, men, women, and children, in all stages of life—everybody, regardless of age or income, will quickly express their approval or disapproval of it. It is either good or bad, and each one will explain the reason.

It may be that this is why advertising pays—because everybody knows all about it. But they do not know—they only think they know. Even the man who pays the bills, in more than nine cases out of ten, does not know much, if anything, about advertising. If he did, he would adver-

tise more consistently—or persistently—give more of his thought and study to the subject, and sum up the results with more care. He would learn first hand that advertising is business preparedness—business insurance—a wise business investment.

Cyrus H. K. Curtis, the multi-millionaire publisher of Philadelphia, says that during all of his business life he has spent more money for advertising whenever a business slump came along than in normal times. He is a persistent and a consistent advertiser. Long ago he learned the value of advertising. He knows.

How many electrical contractor-dealers have spent more money for advertising during the late business slump than in normal times? How many electrical supply jobbers have followed the course laid down by Mr. Curtis? What kind of an example has the electrical manufacturer set for the rest of the trade?

When the business slump came, manufacturers complained of contractor-dealers who did not keep up their stocks. The manufacturer then cut down his advertising—the very thing he should not do if his advertising is an inducement for contractor-dealers to buy his goods.

When advertising is better known—when it is understood and appreciated by business men in every line—it will be employed with better results. It will be used to prevent business slumps. Advertising has been abused during the past few years—used extravagantly and without due regard for its real value. Some day those who pay the advertising bills may come to know its merits as well as those who pass judgment upon it now think they know it.

Electrified Furniture

It is not unusual nowadays to hear discussions among electrical men concerning the wiring of household furniture—an innovation that will add to the comforts and conveniences of electric home occupants.

A few years ago such an idea would have seemed preposterous and beyond the possibilities of serious consideration. Today we are beginning to appreciate the fact that electricity can be utilized for far more purposes than simply sticking a few lights around on the walls and ceilings.

First, we want convenience outlets, and plenty of them. We now have so many different kinds of useful household appliances that it often happens that two, or three, or more of these are to be put into operation at one time. So there must be adequate outlets—"an outlet for every use and a use for every outlet," is the latest slogan.

Perhaps nothing would so tend to further the consumer demand for outlets as would the universal wiring of furniture. For instance, if the chiffonier and dresser are wired for the immersion heater, an electric curler, etc., the new tenants will not move in until there are adequate outlets to supply their needs. If the bedstead is properly wired for a reading lamp and the dining table is wired for the many electric cooking utensils that can be used thereon, the tenant will not be satisfied unless the outlets are all ready to be plugged into.

Indeed there are plenty of uses for electricity in the home in addition to lighting. Where by the turning of a finger one may instantly be supplied with a redhot element for broiling the steak, and by another simple twist extract frozen cubes of ice to furnish a cool drink, there is sure to be an

increased demand and it will be as permanent as the world itself.

The call for electrified furniture is not a radical demand. It merely fits into the general scheme of things electric, and its adoption by the public is going to hasten the time when we shall have adequate outlets. This should interest the electrical contractor-dealer and enlist his efforts in behalf of the electrified furniture movement. He should take the lead in such a campaign.

Knowledge of the Code

The publication of "The Code at a Glance" in book form seems to have aroused a new interest in the National Electrical Code. In an editorial the *Electrical Review* says in part:

"In order to do his work properly every contractor and wireman should be familiar with the regulations which govern that work. Just as ignorance of the law is no excuse, so ignorance of the proper manner of doing his work is no excuse for the inefficient workman. Especially in electrical construction where defective work may result in hazards to life and property, should every worker be familiar with the recognized standards of installation.

"The National Electrical Code is the general standard for electrical construction work in this country, and in many large cities this is supplemented by additional requirements which are considered necessary for acceptable installations in congested districts. In a few other places there are entire codes which have been drawn up independently, and in such places what is said here regarding the National Code would apply to such local codes.

"Even where entire municipal codes are in existence, or where there are additional restrictions, the provisions of the National Code are usually enforced and every electrical

contractor and wireman in whatever part of the country he may be located should be familiar with these provisions.

"That all of those connected with electrical work are not familiar with these rules is evidenced by the frequency with which questions are sent to us upon points which are fully covered by the Code rules and which would never be asked by one who was familiar with them. Other indications are seen in the many instances where inspectors are compelled to order changes in wiring work. There is but one remedy for this condition and that is for every man connected with electrical installation to study the Code."

Now that Code requirements have been arranged in alphabetical order, all correlating subjects brought together, and the entire work issued in a convenient pocket size book called "The Code at a Glance," it would seem that the remedy is at hand. Contractors, wiremen, estimators, and inspectors should be urged to study Mr. Wynkoop's new book and thus help to reduce the average of violations.

Next Year's Convention

It does seem rather early to make mention of another such event while the applause of the Anniversary Convention scarce has died away. Well merited applause it was, too, for never before was there a more interesting annual meeting held by the National Association of Electrical Contractors & Dealers than the one at Buffalo last month.

As a running story of the entire proceedings follows herewith, suffice it to say that no greater praise could be bestowed than to announce that the entire program was carried out exactly as planned without a hitch.

At the last session of the National Executive Committee in Buffalo, it was decided to hold next year's annual convention in Cincinnati, Ohio, beginning October 11, 1922, the committee meetings taking up the first two days of the week, and the regular convention sessions following on Wednesday, Thursday, and Friday, as usual.

National Association Holds Anniversary Convention at Buffalo, New York

Entire Week of July 18-23 Taken Up With Meetings of Executive Committee and Regular Sessions of Annual Meeting, With Large Attendance

Perhaps it is just as well that such conventions are scheduled to take place only once a year, as the enthusiasm of the membership could not be maintained at such a high pitch were they to occur more frequent. But then it must be remembered that this year's annual convention of the National Association of Electrical Contractors and Dealers was an anniversary celebration, which in part accounts for its unusual ardency and large attendance.

Twenty years ago the National Association was organized in Buffalo, New York. This year it returned to its birthplace to show the old folks at home how large it had grown and how it has prospered since it straggled out into the cold, unsympathetic business world.

The event was largely attended, delegates coming from

practically all sections of the United States, as well as from Vancouver, British Columbia, and from Havana, Cuba—so it was said. Chairmen and secretaries of state organizations and local organizations were well represented, and of course the old timers were largely in evidence and took a prominent part in celebrating the anniversary event.

Regular sessions of the annual convention were held on Wednesday, Thursday, and Friday, July 20, 21 and 22. Each and every session was filled to overflowing with informative material of interest to the contractor-dealer in the form of addresses, discussions, and general talks. Practically every phase of that branch of the electrical industry was fully covered, and there was no duplication or conflict of topics.

Preceding the annual convention, on Monday and Tues-

day, July 18 and 19, the National Executive Committee held its semi-annual sessions, as is customary at these affairs. Those meetings were also largely attended, and the regular business coming before that body received careful attention.

During the week the usual forms of entertainment were provided for visitors, including the reception and dance on Wednesday night, the annual dinner on Thursday night, and the outing on Friday afternoon at Niagara Falls. Also automobile and boat trips were provided for the ladies on Wednesday and Thursday afternoon.

The local convention committee of Buffalo consisted of E. D. McCarthy, chairman; J. T. Arundell, H. H. Howell, J. C. Lindner, E. P. McCormick, J. J. O'Leary, J. D. Robertson, C. F. Sterns, and Richard Wahle. Mrs. J. J. O'Leary was chairman of the local ladies' committee. The various members of these committees had their hands full during the entire week.

Beginning with this issue, many of the addresses delivered at this anniversary convention will be published in these pages. They will afford no end of food for thought to the progressive contractor-dealer and should be read in full and carefully analyzed.

As soon as they can be compiled and printed, the entire proceeding of the annual convention, as well as those of the National Executive Committee, will be issued in pamphlet form, and as usual these will be distributed to members of the National Association of Electrical Contractors and Dealers.

The following pages comprise a running story of the Buffalo Anniversary Convention, setting forth the important events of the entire week. All of the meetings were held at the Lafayette Hotel, which was the official headquarters, and the spacious corridors and long halls of that hospitable old hostelry presented a busy scene during that time.

National Executive Committee Meetings

Members From Various Sections of United States and Canada in Attendance at all Sessions

On Monday morning at 10 o'clock, National Chairman James R. Strong of New York City called to order the first session of the National Executive Committee in the tearoom of the Lafayette Hotel. J. C. Reston of Vancouver, who is secretary of the British Columbia Association, appeared as alternate for C. H. E. Williams, who was unable to attend; and in the absence of A. Penn Denton of Kansas City, the Chairman appointed Fred B. Adam of St. Louis to act for Mr. Denton. This completed the committee, with the exception of the Pacific Division.

Chairman Strong stated that inasmuch as the reports of the various committee chairmen covered the topics that he might bring out in an opening address, he would defer such a pleasure and conserve time by proceeding with the program which had been arranged by the secretary.

The minutes of the last meeting were then approved and W. H. Morton was called upon for his report as secretary-treasurer. The financial report covered a period of six months, from January 1, 1921, and showed receipts of more than \$57,000 during that period, with a total of expenditures amounting to \$49,596.

It was shown that the Universal Data and Sales Book had cost \$2,000 in excess of receipts thereon during the past six months, but this was due to a thorough revision of the book, and the expense for the next six months will be small.

The growth in membership has been steady and satisfactory in spite of the business conditions and the records stand as follows:

June 30, 1921	-----	2320
Jan. 1, 1921	-----	2184
Sept. 1, 1920	-----	2071

This shows an increase since the last convention of 249, or 12%, and all members that were in arrears for 1919 dues have been dropped. The membership now includes representation in 603 cities, covering 50 states, the Dominion of Canada and Mexico. Since the report of September, 1920, there have been dropped from membership 156 for non-payment of dues; resigned, 88; out of business, 25; and deceased, 6—a total of 275.

Referring to the ELECTRICAL CONTRACTOR-DEALER Magazine, Mr. Morton's report states: "Our publication has been affected, as have all other trade papers, by the curtailment of advertising expenditures during the past year.

"Feeling that a trade paper is more necessary and valuable during a period when business is not active than at any other time, we have not attempted to



Charles L. Eidlitz of New York City, the first president of the National Association.

James R. Strong, New York City, present National Chairman, photographed in deep thought.

The only Samuel Adams Chase, good will worker and all around harmonizer of things electric.

L. K. Comstock of New York and other cities, electrifier, bibliologist, and idealist.

President Noonan of the I. B. E. W., whose rapid fire convention talk won applause.

reduce our publication costs on account of reduced income, but have, if anything, increased them and we feel that the character of the articles carried have been a direct benefit to our branch of the industry."

The report continues: "The collection of data on the 'cost of doing business' was carried out in the same manner as in 1920, except that the report form was somewhat simplified and the results were published in the Data and Sales Book.

"We are still handicapped in the collection of information on this subject by the small number of reports received and the inaccuracies that occur in many of those submitted. On account of the latter condition, I would recommend that the Executive Committee authorize the collection of this data for the ensuing year by means of signed rather than unsigned reports.

"If reports are signed we can then send those that are inaccurate back for correction and it would seem that enough progress has been made in our industry to warrant the belief that members will submit signed reports for the purpose desired. The collection of data by means of signed reports from ten concerns has been started, but up to the time of making this report, we have not received enough signed reports to start making up the figures."

After touching upon the satisfactory work of Special Representative Davis, who later made a report, and citing the various resolutions and the action that had been taken on them, Mr. Morton concluded his report by assuring the committee that the work of the association was well in hand and that matters referred to his organization were being handled promptly.

A. J. Hixon of Boston, chairman of the Central Station Committee, urged the members to put forth every effort to better their condition by coöperation with power companies as well as with other branches of the industry. The secretary was called upon to read the report of the Code Committee, as Chairman A. Penn Denton was not present. This report requests the membership to give more thought to the revision of the Code and asks for suggestions on the subject. Mr. Denton's report concluded as follows:

"I am sure all of you have read with interest the articles published by our ELECTRICAL CONTRACTOR-DEALER Magazine recently under the title, 'The Code at a Glance.' These articles consisted principally of a tabulation of the requirements of the National Electrical Code in what you might call a reference form, by Hubert S. Wynkoop is demonstrating by this tabulation of Code requirements that it is possible to very greatly simplify the Code by an alphabetical rearrangement and make it possible for the contractor to save considerable time in finding in the Code the particular thing he wants to locate. I think our Association is doing our members a valuable service in having these articles reprinted in book form."

The chairman of the Cost Data Committee, A. L. Abbott of St. Paul, brought out the information that Harry C. Turnock of Cleveland advocates establishing a correspondence course in estimating, which his committee believes would be an excellent plan if satisfactorily worked out. At a later session Mr. Turnock was called upon to explain his plans, an outline of which he exhibited to the members present. J.

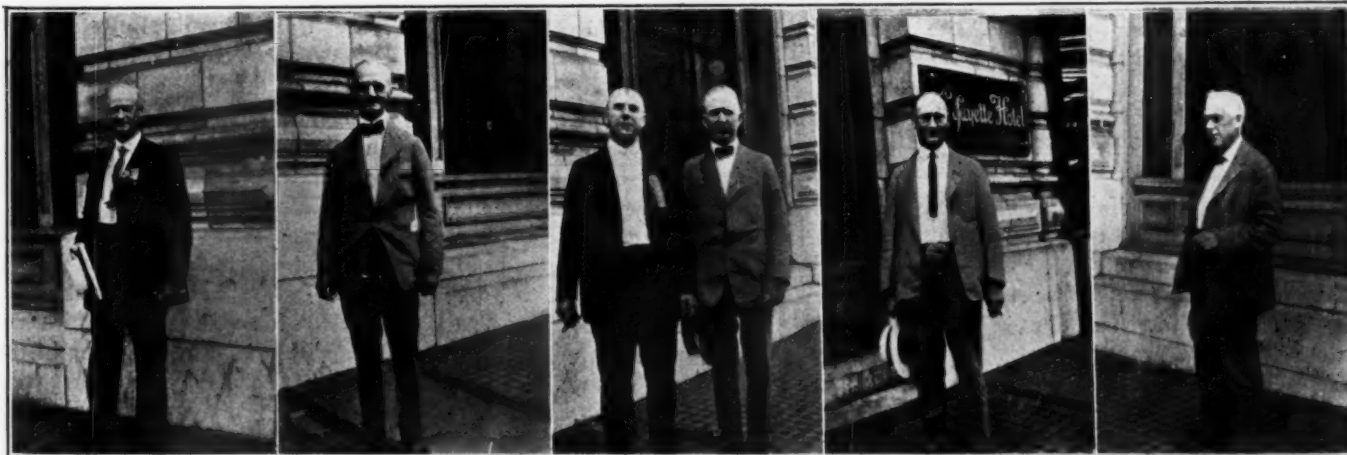
E. Sweeney of Iowa, chairman of the Credit and Accounting Committee, made a report which developed a plan to give added publicity to the association's system. This plan is set forth in full in other pages of this issue.

J. F. Buchanan of Philadelphia, chairman of the Housewiring Committee reported that he had attended a number of meetings at which questions relating to this topic were discussed and action taken, and he believes that by continuing along those lines much good will eventually be brought about. The Legislation Committee chairman, E. C. Gramm of Washington, D. C., called attention to the Chicago Regulating Ordinance, citing it as an example of what might have been accomplished to the detriment of electrical contractors had it been passed.

Other reports read and discussed were as follows: Special report of Laurence W. Davis, field representative; Publication Committee, by Paul H. Jaehnig of Newark, chairman; Universal Data and Sales Book Committee, by J. A. Fowler, chairman, Memphis; U. S. Chamber of Commerce Committee, by Robley S. Stearnes of New Orleans, chairman.

All of the foregoing reports having been discussed and approved or referred for action, adjournment was taken.

Tuesday morning, July 19, the Executive Committee again met at the same time and place as the previous day. J. A. Fowler of Memphis, chairman of the Insurance Committee, read his report, after which he announced that Lynton T. Block, St. Louis, was present and would be pleased to address the members. Mr. Block explained many features of the insurance



One of the original forty-niners, C. M. Jones, representing the Minneapolis Elec. Constr. Co.

From the Hoosier States, T. B. Hatfield, an electragist from the city of Indianapolis.

Part of the Buffalo local committee, Richard Wahle of hotels, E. D. McCarthy, chairman.

Indiana's efficient state secretary, A. I. Clifford, whose activities in organization work are famous.

One of the leaders of the indoor sports fraternity, John Coghlin of Worcester, Mass.

handled by his company, and assured his hearers of the advantages of employing it. J. M. Campbell, representing fire insurance interests along the lines pursued by Lynton T. Block and Co., and Laurence W. Davis also talked on the topic of insurance. The report of the Standard Symbols Committee, G. M. Sanborn, Indianapolis, chairman, gave assurances that since the matter had been turned over to the American Engineering Standards Committee, the work would proceed rapidly, and that the new symbols should soon be ready for adoption. L. K. Comstock of the Council on Industrial Relations read a report which appears elsewhere in this issue.

Other matters that were taken up during the Executive Committee sessions were acted upon as follows: Howard Erlich of Chicago presented the EMF Electrical Year Book which is published by his company, asking

the endorsement of the committee, and after some discussion the matter was referred to the Publication Committee



J. C. Reston of Vancouver, British Columbia, who attended Executive Committee meetings as a substitute for C. H. E. Williams of the Canadian Division.

with power; the Pacific Coast controversy was referred to a special committee that formulated a letter to be sent to the states involved—California, Oregon and Washington, asking for definite action on the proposition previously submitted to them; a resolution was passed instructing that committee to submit a report on a revision of the Constitution and By Laws which will best promote the growth of the National Association and strengthen its work through its subsidiary organizations. This action was due largely to an appeal that had been presented by J. P. Ryan and George Wheeler, composing a committee from the New York State Association which held its semi-annual meeting in an adjoining room. A statement of the suggestions offered by New York are brought out in the report presented to the convention by Chairman Mott, and printed on another page of this issue.

Twenty Years in Twenty Minutes

First Session of General Convention Starts on Scheduled Time With Everybody in Reminiscent Mood

On Wednesday morning at 10 o'clock, in the ballroom of the Lafayette Hotel, the first session of the Anniversary Convention was called to order by E. D. McCarthy, local chairman of the Buffalo Committee. The weather was agreeable and the attendance was large. In his opening address Mr. McCarthy said in part:

"It is certainly with great pleasure that I, representing the electrical industry of Buffalo, welcome this Twentieth Anniversary Convention of the National Association of Electrical Contractors and Dealers.

"This, as you know, is the birth place of this Association; it having been formed here in the year 1901, practically 20 years ago, as it was early in July that the first meeting was held.

"We feel that Buffalo did a good work when it started the organization of this Association, and it is with great pleasure that we welcome you back here today, and trust that your meeting will be both pleasant and profitable. That you may know that the City of Buffalo likes your attendance here, it gives me pleasure to introduce to you the Chief Magistrate of the City, His Honor, Mayor Buck."

The mayor said it was a real pleasure to extend an official welcome on be-

half of the City of Buffalo, to members of the National Association. Continuing, he said:

"It is my duty to extend a good many such welcomes in the course of a year, and I have found that as a rule they are a little slow in starting and so I figured on being a little late in arriving. But when I came over this morning I found that you not only had a large attendance but that you were on the job, ready to start business on time, and I want to congratulate you on having such a snappy organization.

"I am not going to say anything about the beauties of the city, because I know that your hosts here will use any time at your disposal to introduce you to the City of Buffalo. Nor am I going to say anything about our industries, because I am sure that if you are interested in knowing something along your particular lines, you are going to want it in a great deal more detail than I could possibly give it to you, and our Chamber of Commerce will be at your disposal, to answer any inquiries that you may have to make.

"I do want to say that we are very proud of the spirit of progress and unity which is shown by the people of our city. That we are a progressive community I know you will have to admit, because your organization was born here, as your Chairman just said.

"The City of Buffalo is the largest city in the world which is living under the commission form of government, which means a government of a Council of Five, elected at large. And it is an evidence of the progressive ideas of our people, that we were willing to attempt in so large a city, an experiment of this kind, and I believe that the majority of our people are satisfied that the experiment has been a step in advance.

"Last fall, under the shadow of the approaching business depression, our people raised five million dollars to put the University of Buffalo on its feet. A little while ago a friend of mine told me that he had a call from a man connected with the Rockefeller Foundation, and familiar with educational matters throughout the United States. This man told my friend that while there were other communities which were fortunate in possessing individuals who had contributed immense sums to educational institutions, yet there was no parallel in the history of American education equaling what has been done in Buffalo, where the community, as a community, had done so much for a local educational institution. So that we feel that we have just reason to be proud of the public spirit and enterprise of our people.

"We are delighted that you have chosen our city for your convention. I am sure that you are going to have an opportunity to see what a delightful climate we have, and with all our attractions around here I am confident that you will feel that this is a really good place to come, and we sincerely hope that your convention will not only be successful, but that you will have such a good time that you will always have a kind word for Buffalo, and that you will at no distant time want to hold your convention again in this city where your Association was born."

Mr. McCarthy then said that he had the pleasure of presenting an old friend, James R. Strong of New York, who would take charge of the convention as National Chairman.

Mr. Strong said that he appreciated very much the kind words of the Mayor, and continued:

"His Honor has given us a very earnest welcome and I feel rather at a loss to find appropriate words of reply. I feel lost, in a way, as was the little girl in a department store. She was discovered weeping, by a kind old lady, to whom she said she was lost. The old lady said 'Why, you oughtn't to be so careless in a crowded department store like this; you ought to hold onto your mother's skirts.' To which the little girl weepingly replied: 'Why, I tried to, but I couldn't reach them.'"

"I feel that we should appreciate greatly this opportunity to renew our acquaintance with Buffalo, after this period of twenty years absence. We have met in many places since then. We have been presented with the keys of cities, and with immunity from interference by police; but all that is now unnecessary, thank the Lord! We are

all good now, and we are here to enjoy the flow of wit and reason—and not any other particular flow.

"We are here to enjoy the city—an electrical city in every sense of the word; and also the great wonder of the world which lies adjacent to the city.

"This seems to me a most momentous occasion—this return of the National Association to its birth place, after this 20 years absence. We speak of a young man of 20 years of age as just beginning life. But an Association, National in character, that has existed for 20 years, is quite a different proposition; and I believe it is safe to say that very few National Associations have had the continuous and successful existence that this Association has had.

"I conceive it to be the duty of the Chairman of a meeting to refrain from much talking, and I am going to try to conduct myself along those lines.

"We have a large amount of very interesting matter to be presented to this gathering; our program is full.

"In closing these remarks I wish to again thank His Honor, the Mayor, for his kind words of welcome, and I wish also to thank Mr. McCarthy, on behalf of the National Association, for his very hearty welcome from the electrical fraternity of the City of Buffalo."

Without further preliminaries the Chairman then introduced Charles L. Eidlitz of New York City, who was the first president of the National Association, and who was scheduled to review "Twenty Years in Twenty Minutes," for the benefit of the old timers at the Anniversary Convention. In his usual happy style Mr. Eidlitz addressed his old comrades in part as follows:

When I think of the good old days back in 1901 I am reminded of the old

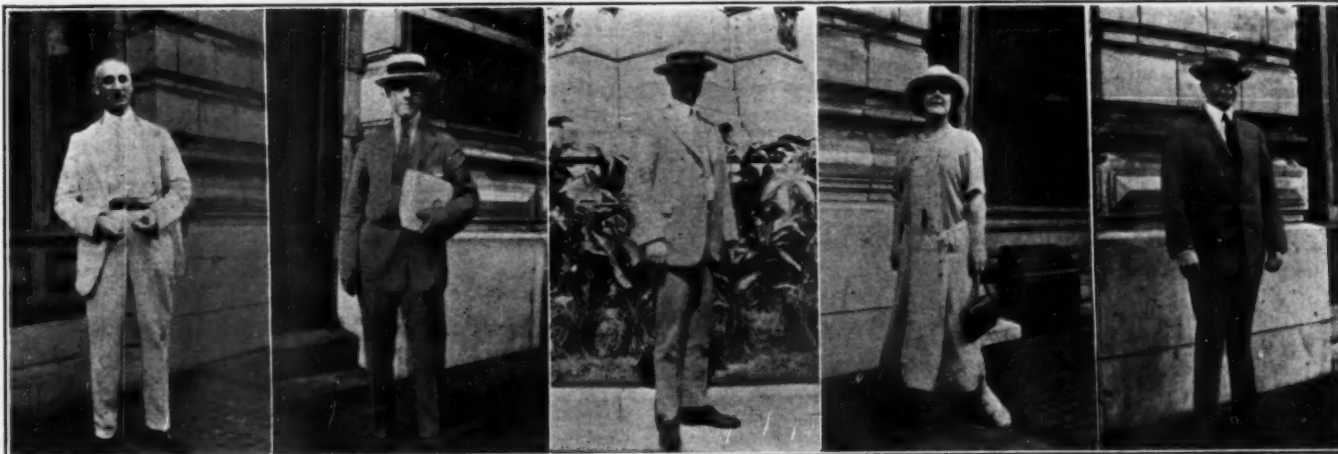
timer, who commenting on conditions of the present day said: "Nothing is any use any more; you can't be happy since the war. When I smoke my pipe I am not really happy because I keep thinking about how much my tobacco costs me, and if a friend treats me to his I stuff my pipe so full that it won't draw at all. You can't be happy now-a-days.

When the delegation from New York City came over here on the train in 1901 they were all hilariously singing the then popular air, "Put Me Off At Buffalo". Now-a-days there is no cause for such hilarity—they just get off naturally. There isn't any fun in anything any more since the war.

Your Committee originally pinned a title to my talk—an Historical Address—probably with the idea that it would lend dignity to what I have to say.

I do not know whether this should be considered as an insult or as a flattering evidence of their ideas of my methods. But I know of no law which compels a speaker to follow the title pinned on him without his consent. I know of no law which compels an ex-electrical contractor to follow the specifications, if he can get away with it. In fact if I wanted to claim that precedent in terrific volume has been established to the effect—that if an electrical contractor found that changes and alterations could be made which would make it easier, and cheaper, and required less labor, he was justified in making such alterations.

The men who were in at the beginning of the association know what our troubles were. Those who came in, say ten years ago, probably feel that if they had been in at the start there would not have been any troubles, and those who have joined more recently undoubtedly



M. H. Johnson, the etymologist from Utica, N. Y., who rechristened the Contractor-Dealer.

Walter N. Carpenter of Indianapolis, official stenographer of the association for 18 years.

Laurence Wilber Davis, Larry for short, the able field worker from Headquarters.

Beatrice Irwin of New York City, who addressed the convention on the effects of color lighting.

New York State's Secretary, J. P. Ryan, one of the busiest men in the business.

feel that it's all ancient history and not particularly interesting.

Twenty years ago there drifted into the city of Buffalo a group of men full of ambition and enthusiasm. Twenty years ago there drifted into the city of Buffalo a group of men convinced to a man that the real honest to goodness way of making a living was by electrical contracting. Twenty years ago there drifted into the city of Buffalo a group of men so full of the idea of organization, that when they drifted out again the idea was an accomplished fact.

As I look at the old photograph and see the faces of those 40 odd men taken at that meeting I am impressed, as must be anyone, with the look of intelligence and fixity of purpose that is evidenced by nearly every face in the picture. As we look at that picture there steals over us a wave of sadness that is bound to affect the older members. The many fine men, competitors but friends, who were with us at the start but who have gone on to the great beyond, I feel that we should pause for a moment, and so I ask that you rise while I call the roll of our departed friends, concentrating your thoughts on those whom you knew and mentally reviewing their goodness and their fine qualities.

M. L. Barnes, Troy, N. Y.
E. D. Cooke, St. Louis, Mo.
C. A. Dainz, Cleveland, O.
C. A. Georgia, Elmira, N. Y.
R. Roughtell, St. Louis, Mo.
J. G. Stearns, Buffalo, N. Y.
C. Haviland, New York City.
H. E. Lindsay, St. Louis, Mo.
W. W. Luckhorst, Albany, N. Y.
Geo. R. Mathieu, Pittsburgh, Pa.
Rudolph Schmidt, Rochester, N. Y.

As I look back to July, 1901, I am amazed at our nerve. We were all com-

paratively young men; I was 34 and I suppose that our average age would not have been that. We men from New York City had been organized for nearly 10 years prior to our meeting here. We were looked upon as old war horses of the electrical contracting politics and it was therefore perhaps natural that we New York City men took the lead in the start of the organization.

In organizing the New York State Association a year or so prior we were determined; and the expression was frequently heard that the *tail*, (which at that time seemed to us to be the jobbing and manufacturing business) should not wag the dog (we contractors being the dog); and I think Horatio as he stood upon the bridge and made his famous declaration: "They shall not pass" was no more in earnest than were we the contractors in 1901 when we declared that "the tail shall not wag the dog".

In those days the tail was a pretty active one, but as time went on, and things changed in general, and women's dresses became shorter and shorter, so also was there a change in the style of dogs and their tails became shorter and shorter, until today—the tail and the dog have practically become one. Whether the tail absorbed the dog, or the dog absorbed the tail, matters little; but The National Association of Electrical Contractors and Dealers is the net result and outcome.

Starting then with 49 members in 1901, the Association has grown to a membership of 2,351 in July, 1921. The total cash receipts of the Association for 1901 were \$1,270, and for 1921 are \$108,904.62. During our existence we have had ten presidents including the

present one, who so far has been the only repeater. I'll admit it was a job to get him to repeat.

Conventions have been held in Buffalo, Philadelphia, Detroit, St. Louis, Boston, Cleveland, New York, Chicago, Toledo, Atlantic City, Niagara Falls, Denver, Chattanooga, San Francisco, New Orleans, Milwaukee, Baltimore. Just to call your attention to a few of the more important activities of the Association:

(a) Obtaining representation on the Electrical Committee in charge of the National Electric Code.

(b) Establishing the Standard Symbols for Wiring Plans.

(c) Establishing and publishing the ELECTRICAL CONTRACTOR-DEALER magazine, which at the time it was established was the only publication that in any way recognized the contractor as a factor in the business.

(d) Originating and printing of the Universal Data and Sales Book.

(e) The establishing of the Standard Cost Accounting System, for large Contractor-Dealers.

(f) The bringing out of the Business Record System, for small Contractor-Dealers.

(g) The arrangement for an employers' liability insurance for members of the Organization, and in a general way the work that the Organization had done to bring about the closer coöperation in the different branches of industry.

Another interesting comparison is that in 1901 the wages of a first class wireman in New York City were \$3.50 per day; a first class helper \$2; and apprentices received from \$3 per week down. Where is the man who at that time would have predicted \$9 and \$5.50 in 1921? If anyone had done so we probably would have asked the appointment of a commission in lunacy.

Perhaps at this time it would be interesting to recite to you the first problem



More Than Three Hundred of the Visitors, Photographed at Sailors' and Soldiers' Monument, Opposite Lafayette Hotel

that presented itself to the men who were responsible for the organization of the National. A usual problem, a problem that confronts all of us some time or other, and many of us most of the time—the question of *finances*. Where was the money coming from to finance the committees and organization expenses?

I can clearly remember the first executive session, when this problem first came before us. There was the usual long silence, then I suggested that we publish a magazine. It immediately fell to my lot to get it started. I have brought with me the first copy of that publication and I can distinctly recollect how after having made the rough design of the cover myself, in which your great Niagara Falls was the inspiration, and having turned my sketch over to an artist, I felt that we were well on the way to success. I regret greatly that this cover design was abandoned, but like everything else, sentiment must and has given way in the electrical business as well as in other lines, to commercialism, and the front cover is now sold for advertising.

In the first days of the Association we had no definite ideas as to just what we expected to accomplish; all we knew was that it would be good for us all to get together and exchange ideas. And really when I look back and recollect how some of the men at our first convention meeting in New York City had never been in New York, and how shy they were, but how as time rolled on they have all become New Yorkers or Chicagoans or Buffalonians; in other words, how they have all broadened out and become men of the world, I feel

that if nothing more had been accomplished, that fact in itself would be sufficient to have made the effort worth while.

When at our first meetings men wanted to discuss the question of resale price on dry cells or on bell push buttons, I wondered—these matters being of no interest whatever to those of us from the larger cities—how were we ever going to get together on something of mutual interest? If after using my very best diplomacy as chairman I succeeded in stopping the discussion on dry batteries I was met the next moment by a fellow who thought that key sockets should cost no more than keyless unless the manufacturers could prove that they were entitled to more. And then again, when I finally switched the discussion to the labor question, which seemed to many of us to be the all important topic, and managed to hold it for a few minutes, I found men all over the room having a little aside conversation and later heard them say: "Hell—this is all a waste of time." And so I wondered again how were we ever going to get these men together on a mutually interested basis.

But like everything else, these conditions adjusted themselves and today it seems as though you have a thoroughly aroused membership who are interested alike in the advancement of their business generally.

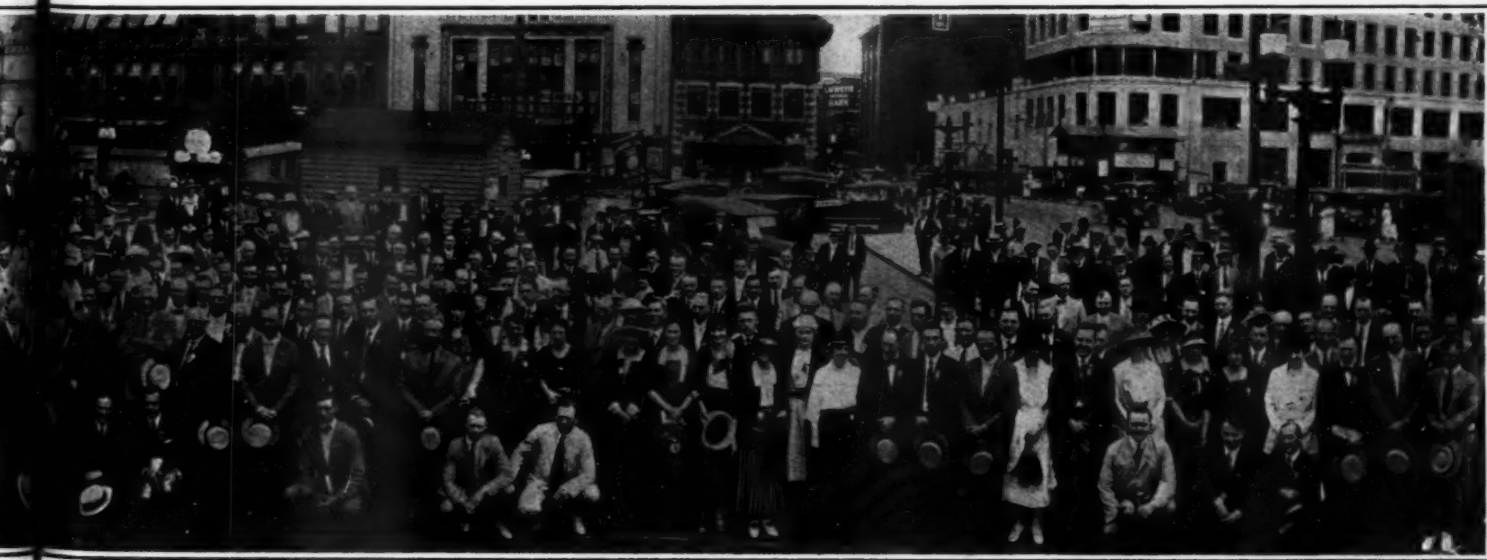
On your original programme I was slated to make an historical address. I believe that I can still make good on that caption by repeating the old saying applied to life, but substituting electrical contracting. It would then read: "Electrical contracting is just one damn

thing after another;" and that is the history of the National Association. But despite it all I think—and right here I am going to put on a bathing suit and wade in for just a moment, knowing full well that I am taking the chance of being drowned—despite it all, despite the fact that you have been urged, begged, and threatened if you did not become dealers in washing machines, toasters, etc., despite it all, many of you have not fallen for this promise of fortune, this bunk as I call it, and have stuck to the legitimate but perhaps old foggy idea of being a real electrical contractor, and not a half baked merchant.

I have my life preserver on and my fingers crossed, I have a rabbit's foot in my pocket and I am expecting the worst. I hope to escape to my quiet country home on the Hudson River without being drowned, but—I give warning that I am prepared for attack.

Mr. Eidlitz called to the platform all of the old timers present, more than twenty of them, one at a time, and to each one he addressed some appropriate remark. It is quite impossible to quote him in full, as his wit is so spontaneous, his interpolated stories so frequent, and his delivery so rapid, that an exact account is out of the question. Each of the old timers was presented with a special badge of honor, which was proudly worn during the balance of the week.

At the close of the address of Mr. Eidlitz the chair introduced Samuel B. Botsford of Buffalo, who had been assigned the subject: "The Business Outlook." Mr. Botsford is a prominent attorney and has made a special study of business conditions. He said war has drawn systematically on all of the



The Arc Covered by the Panoramic Camera Was So Large as to Necessitate an Unusually Great Reduction of Original Photograph

country's resources through which America enjoyed the greatest prosperity during the war. He described the outcome as an American victory supplemented greatly by Canada.

Starting with the farm, Mr. Botsford described the readjustment of business conditions, saying that all foreign countries are now competing in the farm produce markets of the world with a result that the United States farmer is not enjoying the ready market he did during the war.

Mr. Botsford predicted that there will soon be a complete readjustment along all lines of business. His address is printed in full in this issue and is well worth the careful study of business men.

At the end of the morning session the group photograph reproduced in these pages was taken at the Sailors' and Soldiers' Monument.

Afternoon Session of First Day

At two o'clock the crowds again filled the ballroom, prepared to hear a most interesting program which made up the second session of the Anniversary Convention. After pending business was

taken care of, Chairman Strong introduced Robley S. Stearnes of New Orleans—familiarily known as "the happy colonel," who proceeded in his usual flowery style to present an emblem to Past National Chairman W. Creighton Peet of New York City. Colonel Stearnes expressed the admiration and esteem held by the membership for Mr. Peet; led his audience from coast to coast and from lakes to gulf; and after this specially conducted tour of our great and glorious land, conferred upon Mr. Peet the blessings of the organization and the emblem of honor.

Mr. Peet, who was born in New Orleans, but who now is an electragist in the city of New York, and who lives in Rye—the town, not the drink, responded in kind. For the benefit of Col. Stearnes, Mr. Peet delivered the opening few sentences of his response in the favorite language of the native Louisianian. Shifting from French to everyday American without losing a word, Mr. Peet thanked the genial colonel, the officers, executives and members for the honor that had been conferred upon

him, and extended assurances of his loyalty to the organization and of his desire to continue his participation in its activities.

Kenneth A. McIntyre of Toronto, Canada, was then introduced as a member of the Cost Data Committee of the executive board. Mr. McIntyre's paper was entitled "Installation Costs," a subject from which it is difficult to make a summary here; but his address was printed and distributed to those present, and will have further distribution to the membership at a later date. Although it necessarily was somewhat technical, Mr. McIntyre's paper was received with intense interest and careful thought.

"Financing the Contractor-Dealer" was the title of the address of Alfred E. Martin of South Bend, Indiana. Mr. Martin is attorney for large banking interests in his home state, is a student of financial topics, and presented a paper that should be of great value to the contractor-dealer branch of the electrical industry. This address will also be published at a later date.

Testimonial to William L. Goodwin

Good Will Promoter of Electrical Industry Presented
With Hand Illuminated Tome by National Association

When Wm. L. Goodwin, the good will promoter of the electrical industry, addressed the twentieth annual convention of the National Association of Electrical Contractors and Dealers at Baltimore last October, he announced that he anticipated making a change in his base of operations. Forthwith some of the enthusiastic members of that organization proposed that in view of the great benefits accruing from the endeavors of Mr. Goodwin throughout the industry, and especially in the contractor-dealer branch thereof, it would be an opportune time for the organization to show its appreciation in some fitting manner.

The suggestion was immediately taken up and discussed, and all members that could be reached were strongly in favor of the proposal. But what could the membership present to Bill Goodwin that would even faintly suggest the love and esteem in which he is held? Various suggestions were made as to the gift or testimonial to be presented. One proposed an engraved watch; another an automobile; while some thought a silver service would be appropriate.

Then the suggestion was made that Goodwin would hold in higher esteem a

token that would be more suggestive of the membership's true feeling for him—a memento or keepsake instead of a mere worldly possession. And so it was proposed to present him with a personally written and signed testimonial—a gift possessing individuality.

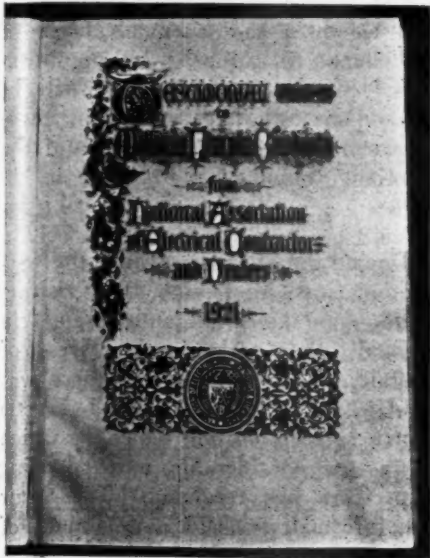


Goodwin Testimonial Volume Showing
Gold Embossing and Raised Gold Monogram in Center

This was then decided upon and arrangements were made to prepare such a volume. Printed cards with instructions were sent to all members of the National Association, explaining the purpose and asking for signatures to be written on the cards and returned forthwith. Artists were asked for designs, and the committee in charge placed the preparation of the great volume in the hands of Ames & Rollinson of New York City, who did the entire work.

The result is a ponderous tome, measuring about twelve by fifteen inches in surface dimensions, and perhaps two inches thick. It is bound in genuine leather, all hand tooled and hand illuminated, and contains the original hand written signatures of all the officers of the National Association, including the Executive Committee, as well as the original hand written signatures of all members who returned the signed cards.

Taken all in all, it is a most unique volume, resembling the ancient hand wrought volumes that were produced before the art of printing was discovered, such as the early manuscripts done by the monks. The illustrations presented on these pages give no idea of the im-



View of Title Page of the Goodwin Testimonial Volume, Illuminated in Gold and Bearing Seal of National Association

mensity of the huge volume. It weighs eight pounds and is durably bound in dark brown leather of rare quality. The title and introductory pages are engrossed on parchment, while the signatures are mounted on Japan vellum.

At this point in the program where Goodwin's subject was to be announced, Chairman Strong called upon Secretary Morton to read the following resolution which had been prepared for the occasion and which is incorporated in the volume:

The National Association of Electrical Contractors and Dealers in convention assembled, at Buffalo, New York, on this twentieth day of July in the year nineteen hundred and twenty-one, being the twentieth anniversary of the founding of the Association, hereby makes record of its profound appreciation of

WILLIAM LINCOLN GOODWIN

As a man and leader of men—

- A man of courage and conviction;
- A man of vision and sincerity;
- A man lovable and just;
- A leader fearless and persevering;
- A leader aggressive and determined;
- A leader wise and resourceful.

He has done more than any other man to put electrical retailing on a proper business basis and to promote harmony and co-operation throughout the entire industry.

It is a privilege to have known him and we wish him Godspeed in his work.

It is hereby ordered, that as a token of our appreciation, an engrossed copy of this minute, signed by the officers and members of the Association, be presented to Mr. Goodwin.

Mr. Peet moved the adoption of the resolution. It was seconded, and prevailed unanimously by a rising vote. The chairman then said:

Now the next matter on the program is an address by Mr. Goodwin on the

subject "Capitalizing Your Opportunities"; but before he begins his address I am going to ask him to come forward to the platform, and let me tell him a few things. (Mr. Goodwin came forward to the platform.)

Mr. Goodwin, I call you Mr. Goodwin at the beginning, but Bill is the right name—one of the principal reasons why I took this job of chairman, was because I knew I would then have the privilege of presenting to you a copy of the resolution just adopted.

I want to say to you, sir, on behalf of this Association—and I think I voice the sentiments of every member—that no one has ever appeared on our horizon who has excited such profound and general interest, sympathy and love as you have.

I feel that the words of this resolution are merely a weak attempt to express to you what we in the electrical contractor-dealer industry feel in regard to the work that you have been doing in the east for a number of years past.

Now this Committee which was appointed considered various forms of expressing to you the feeling of the members of this Association toward you. They felt that the presentation of a silver service, or a watch, or something of intrinsic value, would not particularly appeal to you. They, therefore, prepared this resolution in a form which is perhaps unique, but which in any event will show to you the feelings of the members of the National Association toward the work which you have done for them.

There is in this book which I now take pleasure in presenting to you, one page which was not included in the resolution, and which contains an inscription composed of three quotations from celebrated authors, which with your permission I will read:

To William Lincoln Goodwin, "A man in all the world's new fashion planted, that hath a mint of phrases in his brain.—Shakespeare.

"A man he seems of cheerful yesterdays, and confident tomorrows.—Wordsworth.

"To those who know thee not, no words can paint, and those who know thee, know all words are faint."—Hannah Moore.

This book contains the resolution, and the inscriptions just read, and at the conclusion of the resolution are the signatures of the officers, members of the Executive Committee and members of the National Association—all original signatures, throughout the book.

I want to say for myself that I have had experience in committee and association work, with quite a large number of men, and in my experience I have never yet met an individual who, while so firm in purpose and so determined in many ways, was so open to argument and reason as is Mr. Goodwin.

And so I want to hand this book to you, Bill, with the best wishes, not only of myself, but of the entire membership of this National Association.

For once Bill Goodwin was stalled—stuck fast in a rut. But it was only for a moment. The first words of his response were typical of the man: "Now you expect me to say something!" He said that he was so taken back by the magnificence of the wonderful volume



Typical View of Inside Pages of the Goodwin Testimonial Volume, the Names All Being Mounted on the Book Leaves

that he felt unable to fully express himself. But he proceeded to make it plain that the efforts which he had put forth in the interests of the electrical industry were not with the thought of remuneration, nor with the expectation of personal gain. His objects and purposes were too well and generally known to all branches of the industry to require repeating. After expressing his heartfelt thanks for the thought that prompted such a rare gift and saying that moment would stand out as the most beautiful in his life, Mr. Goodwin again demonstrated his ability to turn from one subject to something of an entirely different nature, when he concluded his response and said: "Well, now, let's get back to business."

As previously stated, his subject was "Capitalizing Your Opportunities," and before launching forth on that broad topic, he took advantage of the time and place to capitalize on a rare opportunity himself. At the morning session Charles L. Eidlitz had donned his Coney clothes, girded up his loins, and waded out into the surf, by stating that the so called dealer end of the industry was



A bunch of the dear ladies caught by our busy snapshot artist as they waited to be escorted on their automobile sight seeing tour.

not what it is cracked up to be, and that its promise of fortune is bunk—as he expressed it. There was Bill's opportunity, and he grasped it with bare hands. He cited logical reasons why the electrical contractor should become a dealer; explained the differences existing between the large city and the small town contractor; offered constructive advice to both extremes; and conclusively proved his case for the defendant—the progressive electrical contractor who wishes to improve his condition and advance his business interests. Although Mr. Eidlitz did not call for a life preserver, he doubtless

found it difficult to reach shore after Bill Goodwin had taken advantage of the chance to capitalize his opportunities. Mr. Goodwin's address will be printed in full later, either in these pages or in the official minutes of the meeting.

Reception and Dance

During the afternoon, while the convention was in session, the visiting ladies were given an automobile trip through the parks and drives of Buffalo. Then after dinner there was held in the ballroom of the Lafayette Hotel, a reception and dance, at which there was considerable more dancing than there was receiving. The affair was informal, as usual, and as many of the members attending the convention had brought their wives with them, the floor was well filled.

Of course there were others in addition to husbands and wives, for some there are who possess neither. In such cases there were provided some home talent that was unattached, and everybody was enabled to choose a partner. The dancing ended at 1 o'clock.

Thursday's Two Interesting Sessions

Program Was Filled and Each Number Was Carried Out to the Minutest Detail

The Thursday morning session was called to order by Chairman Strong, who first called upon Laurence W. Davis, special representative of the National Association, for his report on field work. Mr. Davis stated that he had been engaged in the work about seventeen months, had been in more than forty states and the provinces of Ontario and British Columbia, holding meetings in most of them; that he had visited two hundred cities; that he had secured more than five hundred new members. He gave credit to the old members for their coöperation and congratulated the membership on its progress. Mr. Davis announced that he is departing for a month's trip in Colorado after the close of the convention. His paper will be printed in full in the near future.

John J. Gibson of the supply department of the Westinghouse Company, Pittsburg, responded to the question: "Are the Manufacturers Efforts Appreciated?" His answer seemed to be in the negative, as he cited examples of the carelessness of electrical contractor-dealers in failing to make use of the

facilities offered to them. Mr. Gibson explained many features of manufacturing that were not previously understood by customers and stressed the advantage of salesmen learning more about the goods they try to sell.

"The Electrical Contractor-Dealer vs. the Non-Electrical Dealer" was the attractive subject assigned to W. E. Robertson of Buffalo. The topic lends itself to broad discussion. Mr. Robertson made the best of his opportunity. He presented actual examples with which he had dealt and plainly showed that the average electrical contractor-dealer has much to learn in the way of merchandising before he becomes proficient. Mr. Robertson's paper will appear later.

The next number on the program was the report of the Council on Industrial Relations, by L. K. Comstock, representing the National Association, and J. P. Noonan, president of the I. B. E. W. Mr. Comstock's paper is printed elsewhere in this issue, and Mr. Noonan's address, as well as the remarks which followed it, will appear in the printed proceedings. Discussion which followed

the Council report arose through the presentation of a resolution in which it was proposed to accept the report and abandon the Council. This was offered by J. F. Buchanan of Philadelphia. A negative motion was offered as a substitute by Robley S. Stearnes of New Orleans. After a spirited discussion the substitute motion prevailed by a standing vote.

The first address at the afternoon session was delivered by M. H. Johnson of Utica, formerly New York State chairman. Mr. Johnson's paper had been printed and was distributed through the audience and it will be printed in part in this magazine. The subject assigned to Mr. Johnson was "The Conduct of an Electrical Contractor-Dealer Business," and it was rather in the nature of a surprise that he took occasion to suggest a new name for this branch of the industry. "Electragist," he proved, is an expressive term of his own vintage, and along with its derivatives should be accepted and adopted by members of the National Association. Convention delegates agreed with him to the extent of unanimously passing a resolution of-

ferred by W. Creighton Peet of New York City. And so those contractor-dealers who have had the foresight to join the National Association are now privileged to use the handy and expressive word "electragist" to take the place of the awkward and clumsy "electrical contractor-dealer".

"What a Trade Organization Can Do and What Some Are Doing," was the title of a live wire address presented by that smiling bunch of enthusiasts, Charles L. Estey of Chicago. Charlie, as his brother Rotarian call him, precluded his address by asking his audience to arise and sing "America," which they all did lustily and with what Mr. Estey might term electragic peptomism. With this enlivening start, Mr. Estey held the attention and interest of his audience throughout his allotted time. His paper will be printed in an early issue of this magazine.

C. H. Rohrbach of New York City, who is secretary of the American Society of Sales Executives and other business organizations, talked on "The Economics of Retail Distribution," a subject of interest to all electragists. His paper will be reproduced in these columns at an early date. Mr. Rohrbach's address ended the day's session and everybody began to make preparations for the annual dinner which was to start at 8 o'clock.

In the afternoon many of the ladies of the convention visitors were entertained on a river trip which took up most of the afternoon. Others visited Buffalo shops, and at every session of the convention there were quite a number of ladies present. On Thursday evening the big dinner occurred. This is an annual event, and this year it was more popular than ever. Every table



Both members of this club, Marvin Hansen of Toledo, and M. H. Gray of Springfield, all in the State of Ohio, where the next convention will be.

was filled and additional tables had to be arranged in an adjoining room to accommodate the overflow.

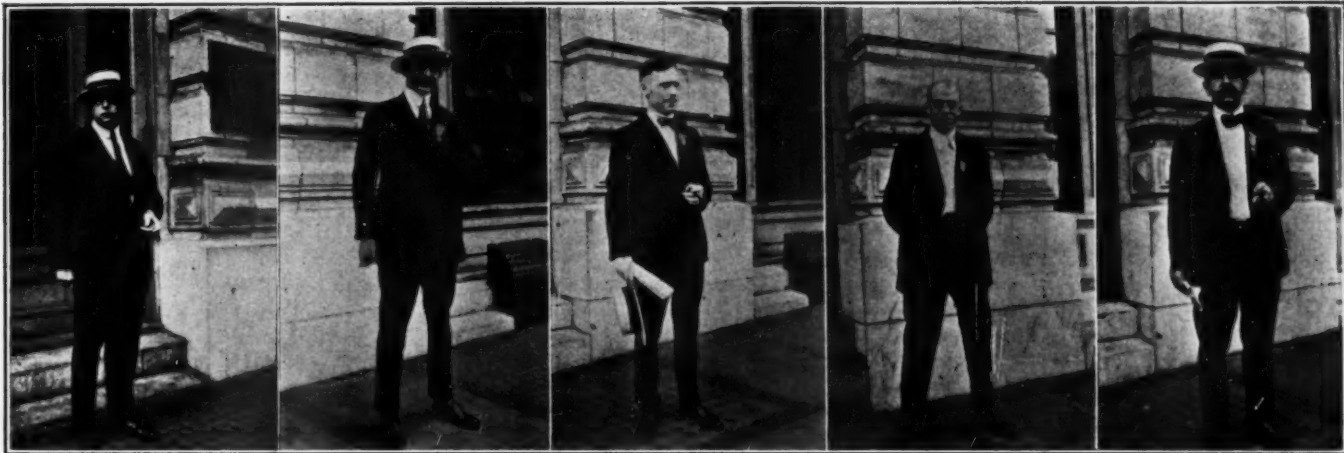
After partaking of an unusually well served dinner, which was accompanied by an orchestra which played all the popular airs, from the "Grasshopper" song to "Daddy," and not forgetting our Canadian delegation with "The Maple Leaf Forever," Chairman Strong introduced as toastmaster William H. Kenney, alleged to be an electragist from Havana, Cuba. May be he is an electragist, but if so, it is only a side line. His chief profession is story telling, and perhaps M. H. Johnson would term him a humoragist.

Mr. Kenney introduced Harry Collins Spillman of New York, who delivered an interesting address on "Adjusting Ourselves to a New Business Era." Mr. Spillman calls himself an incorrigible optimist. His talk was en-

thusiastically received, as he never failed to relate an appropriate story to illustrate his points, and he has a rapid fire delivery that keeps his hearers interested at all times. Mr. Spillman's address was followed by a half hour of fun with William H. Kenney.

Before Mr. Kenney got fully into his stride, he introduced Harry Kirkland, who needs no introduction here, and Wilson D. Yates, who now represents the General Electric Company at Bridgeport, Conn. Kirkland as the gruff and crusty home builder who hates to spend an extra nickel to electragize the new home he is building, and Yates, a progressive electragist who carefully explains the advantages of electragical installation to the grouchy builder, pull off a sketch that is worthy of a better setting. This skit was hugely enjoyed by the audience, especially those electragists who have had similar experiences in trying to induce home builders to adopt the comforts and conveniences afforded by electricity when installed by an electragician who thoroughly understands his profession.

Then came the toastmaster again—that lusty, sun browned Cuban from Brooklyn, familiarly known as Billie Kenney. He kept his audience roaring with laughter, and although he made some hard shots at various nationalities represented in the crowd, his points were so pertinent and so free from any suggestion of racial criticism, that they created nothing but the best of feeling. Following Mr. Kenney's skit the floor was cleared for dancing and those who possess the fantastic toe gave it full sway until—the hour makes no difference, for they would have continued had it not been that they were politely informed that it was time to retire.



T. M. Templeton from Detroit, a member of the National Executive Committee.

Smiling Howard P. Foley, a live wire from the seat of government, Washington, D. C.

Chairman of Credit and Accounting Committee, J. E. Sweeney, an electragist from Waterloo, Iowa.

From Chattanooga, way down in Tennessee, Paul W. Curtia, representing the W. C. Teas Co.

Another Paul—Jachnig is his last name—chairman of Conventions, from Newark, N. J.

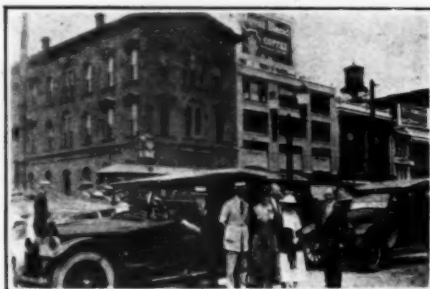
Last Session of Interesting Series

Held on Friday Morning and Devoted Entirely to Adequate Wiring, Home Electric, and Color Lighting

After four interesting sessions during the two preceding days, a large crowd gathered on Friday morning to listen to a most interesting program. Chairman Strong first introduced Dr. Luckiesh of Cleveland, an expert from the Nela Research Bureau, to talk on the topic of "Adequate Wiring for Proper Residence Lighting." Dr. Luckiesh explained many of the weaknesses of the average householder who does not know the value of illumination, and also many of the faults that can be laid upon the electragist who does not know how to recommend the proper lighting for the home. This paper will be printed at a later date.

"The Home Electric Idea" was fully explained by O. H. Caldwell, editor of *Electrical Merchandising*, who made a plea to his listeners to encourage groups of electrical interests to take immediate steps in the direction of establishing electric homes throughout the land. Mr. Caldwell has made a special study of this subject and is endeavoring to

awaken a keener interest in it through those who should require no further urging—utilities, realtors, and electragists, as well as architects, builders, and manufacturers of things electric. Mr. Caldwell's paper was extremely interesting and will be printed as soon as it



The cars at the curb both brought parties from Washington, D. C. R. H. Harper and E. C. Gramm and their families enjoyed that delightful trip to Buffalo.

is released by the official stenographer.

As a pleasing finale to the Anniversary Convention proceedings, and as an innovation which was particularly appreciated by the many ladies present, Miss Beatrice Irwin of New York City

presented an interesting paper on "Color Effects in Lighting," and gave a demonstration of her filter system—an invention of her own. Although Miss Irwin's address was enjoyed by all, perhaps it was somewhat beyond their clear understanding due to their unfamiliarity of the subject. The effects of color lighting, as well as the manner in which it affects those using it are rather new subjects to those who are interested in electragy. As time goes on more study will be given to them. Miss Irwin's paper will be reproduced in an early issue of this magazine.

This ended the regular scheduled program of the Anniversary Convention at Buffalo, New York. Several matters of business followed, one of which was the reading of a paper by F. A. Mott of Rochester, N. Y., setting forth the principles involved in a resolution passed by the New York State Association and referred to the National Executive Committee. Mr. Mott's paper appears elsewhere in this issue.

Convention Outing at Niagara Falls

Everybody Forgets Business for a Half Day's Fun on Trip Over World Famous Gorge Route

On Friday afternoon nearly three hundred of the visitors to the Conven-



Making a break for the Niagara Falls Special. Arthur Abbott of St. Paul is looking at the lens, and the lady looks as though she attended the Baltimore Convention.

tion, including a welcome percentage of ladies, boarded two special electric trains of three cars each near the Lafayette Hotel for the trip to Niagara Falls. It was a real holiday crowd and all the way during the high speed run from Buffalo to Niagara the old time youngsters sang and "rough housed" in a way that disproved their favorite song that "Old Man Electragist Is Not What He used to Be, Twenty Long Years Ago."

Arriving at Niagara the entire party visited the Hydraulic Plant of the Niagara Falls Power Co., and went down in the elevators nearly two hundred feet to the level where are located the great rows of turbines and generators which develop the tremendous horsepower of electricity from the American side of the Falls. Nearly an hour was spent at the plant while guides explained all of its wonders.

Then boarding other cars the holiday crowd started on the trip around the famous Gorge Route. Crossing first to the Canadian side a stop was made in

front of the beautiful upper level buildings of the Canadian Hydro-Electric



Many of the outing visitors crossed Whirlpool Rapids in the Aerial Car, and some of them are hesitating until they can gather a little more courage.

Plant, where the finest view of the Falls could be obtained. From here the cars went down the Canadian side of the Gorge, where thrilling glimpses of the Rapids were seen from the great cliffs. Everyone was impressed with the splendid work of the Canadian government in preserving and enhancing the natural beauty of the shores on the Canadian side of the Falls and Gorge.

At the Whirlpool Rapids another stop was made and many of the party crossed the Gorge in the Aerial Car suspended by seemingly slender threads of cables, and rejoined the cars on the opposite side of the Whirlpool.

Further down the river the great new hydraulic power plant being built on the Canadian side attracted much interest. The water for this plant will be

brought by a huge canal eleven miles from a point several miles above the Falls, and the tremendous head of water from the top of the cliffs at the point where the new plant is being constructed will eventually develop over 500,000 horsepower.



The interesting family of J. F. Buchanan, Housewiring Chairman, who drove up from Philadelphia to take in the convention and enjoy an outing at the same time.

Recrossing the river by the Suspension Bridge near Lewiston the return trip was made on the American side of the Gorge. Following the foot of the cliffs here, so close to the water's edge as to make even those who had many times visited the place feel the thrill of the awe inspiring Rapids, the full impressiveness of its power seeking release was experienced by everyone.

At Niagara the special electric trains were waiting to carry the crowd back to Buffalo, and although the arrival at the Hotel Lafayette was an hour and a half later than had been scheduled and everybody was tired and hungry, only expressions of satisfaction were heard from the sightseers over their enjoyment of the splendid Anniversary Convention Outing.

Snap Shot Paragraphs of the Anniversary Convention

Personal Gleanings From the Side Lines by One Who Would Much Rather Laugh With Anybody Than At Them

Off with the old and on with the new. Next annual convention at Cincinnati, Ohio; time, October 11, 1922. Remember the date—you can't forget the place, Old Cinsy, on the O-hi-o.

Another date to keep in mind: March 13, 1922—that's the time of the next meeting of the National Executive Committee in New York City. The date was shoved ahead so as to place it midway between annual conventions as near as possible. Looks as though they intend to make October conventions a permanent institution.

They sure did put a lot of 'em off at Buffalo this trip. Old New York State led the list with about 200, counting 32 ladies; more than 60 came from the

state of Pennsylvania—with 17 ladies; Ohio had 54, with 8 ladies; ladies outnumbered the Indiana delegation with 6 out of 11. Altogether there were 83 ladies in attendance. No wonder the men were orderly.

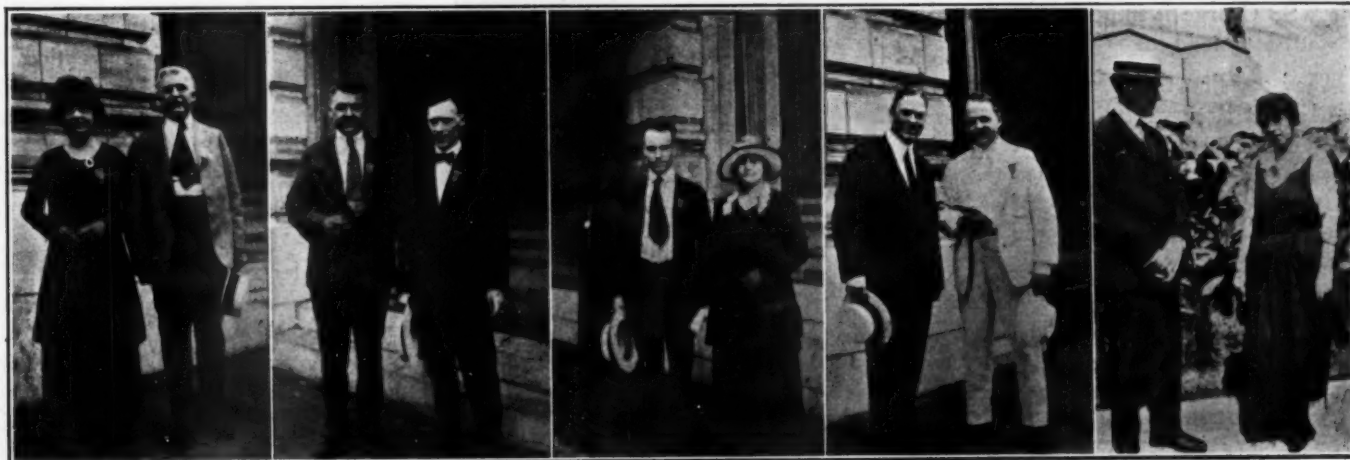
"Say it with flowers," thought Colonel Stearnes, as he swiped an abundant basket of posies from the speakers' table on Thursday night. The variagated colors of the bouquet attracted the Colonel, as he had just been taking his first lesson in the science of color.

Eddie Le Vie, a Buffalo contractor-dealer, greeted the Anniversary Convention by placing a large sign of "Welcome" across the place of business of which he is a member—the Smith-

Le Vie Corporation. Eddie is good material for an electragist.

"Lighting Fixtures and Lighting" is the name of a new monthly business journal. Jas. Krieger of New York City was circulating the prospectus among the delegates. The first number is to be issued this month.

Don't tell anybody, but when J. P. Hall, one of the old timers—of course he doesn't look it—from New York City, saw printed on the annual dinner menu that Wm. H. Kenney, a contractor-dealer from Havana, Cuba, was to be toastmaster, J. P. lost no time in interviewing Kenney, as Mr. Hall has large interests in Cuba and wanted to get some fresh dope on the island. Hall hadn't



Mrs. and Mr. Ernest McCleary of Detroit, Mich., pose by special request.

C. H. Keller of Dubuque, Iowa, and J. E. Sweeney of Waterloo, in the same State.

H. S. Lee and wife of Topeka, Kansas. Mr. Lee was former state secretary.

You know Bill Goodwin, and the man in the Palm Beach is Editor Caldwell.

General Manager W. H. Morton gives final instructions to Miss Driscoll of Headquarters.

talked to Kenney long until he surmised the truth. It made him so sore that he swore he would expose him, and Kenney would gladly have given half his fee to have been in Cuba, sure enough. J. P. didn't get cooled off until he started in on his chilled cantaloup.

A. S. DeVeau of New York City, (pronounced "D'Voo," with the accent on the "Voo") has been awarded a new degree, the initials of which are B. E. The National Chairman conferred the degree and defined its significance.

Fred Smith of Scranton, Pennsylvania, former state chairman, always has a good story up his sleeve—or concealed about his person somewhere. This time he was explaining to the boys his definition of an egotist. Ask Fred about it.

George M. Wheeler of the Maintenance Co., Inc., and also of the G. E. Engineering Co., all of New York City, is what they call a tireless worker. For years he has strenuously objected to manufacturers who engage in repairing to the detriment of the contractor-dealer. When James E. Clark of the Westinghouse forces addressed the convention at Baltimore last fall, Mr. Wheeler brought up the subject again. Sam Chase was present and through his efforts he got Wheeler—and L. M. Brown, as a member of the committee—to meet John J. Gibson and H. D. Shute of the Westinghouse Company, the latter being vice president. Through Wheeler's persuasion Mr. Shute thereupon issued an edict forbidding any Westinghouse branch to solicit outside repairing; to repair other than their own makes of motors; and to place no obstacle in the way of contractor-dealers; but to co-operate with them in every way possible. So George is happy and satisfied, if not contented.

They say that the city of Buffalo has the largest Rotary Club in the world—in point of membership. Quite a number of our electragists attended the Rotarian luncheon on Thursday of convention week—accompanied by old Charlie Estey.

Young John Coghlin of Worcester, Mass., son of his incorrigible dad, told one of the fellows in the lobby after the annual dinner that he thought Mr. Kenney was foolish to continue in the contracting business when he made such a hit as a humorist. Like father, like son—father is easily bluffed.



American Falls from Canadian Side.

If you should see old Diogenes looking for an honest man, send him to Paul Jaehnig of Newark, N. J. Having a little outing of his own with some friends, Paul went up to view the Falls. In the seat ahead of him in the car was a young man and his best girl. After this couple got off of the car Mr. Jaehnig found a well filled wallet under the seat vacated by them. After returning to Buffalo he communicated with the street car company, reporting his find, and the next day the young man called at Convention Headquarters, proved his loss, thanked the honest man who returned the bunch of real money to him, and went on his way rejoicing. Larry Davis says that Paul should not be so careless in reporting such a find.

Julius Wolf, the jolly secretary of the Lighting Fixture Dealers' Society of America, also found something. Being of a literary turn, Jule went out to East



Harry Kirkland of the Sprague Works, and Stanley Dennis of Electrical Merchandising, took up so much space that they were not permitted to park in one place.

Aurora to sit for awhile at the feet of wisdom, or what's left of it since Elbert Hubbard passed on. While there, Mr. Wolf read "The Message to Garcia." Upon his return he found one of his friends suffering from snake bite, and knowing that a couple of fingers of prohibition juice might save his life, he instituted a search. With the story of Hubbard's hero ringing in his ears, he found the remedy—and thus another life was saved.

Mrs. James H. Burns of Schenectady, New York, wife of the leading electragist of that city, says she enjoys the comforts and conveniences of a real home electric. She has promised to tell the readers of this magazine about it in an early issue.

What Samuel B. Botsford reported them as saying: Secretary Morton: "What a change in Buffalo in twenty years—to think that there are no saloons now, where so much liquor then existed." Chairman Strong: "Yes, but the consoling thought is that there's still plenty of liquor where saloons do not seem to exist." This is probably what they really said: Morton: "Gee, I'm dry!" Strong: "So'm I!"

About Billie Kenney: He is actually a contractor-dealer, for he contracts with organization meetings to supply them with his monolog stunt, and he is a dealer in droll stories, jokes, wit and humor. His only connection with Havana, Cuba, in that one time he lectured in Cuba, Illinois, and he smokes Havana cigars.

James E. Wilson, secretary extraordinary of Boston and Massachusetts—local and state—also treasurer of something else and secretary of another thing, and chummily known as Unk Jim, brought with him to the convention W. H. Atkins, general manager of the Boston Edison & Illuminating Company, and his assistant, J. J. Coddington. Both of these central station men were greatly impressed with the dignity of the Anniversary Convention proceedings.

S. G. Meek of the Johns-Manville forces isn't so much so as his name implies. Just because a white cat entered the dining room of his favorite eating place in Buffalo, he angrily threw chunks of bread at the innocent intruder until it capitulated—or something. The special representative of the National Association says that Mr. Meek is also

a slight of hand performer of no mean ability.

"Think, think, think!" and "Work, work, work!" said William Lincoln Goodwin in his hotshot talk before the convention at the Wednesday afternoon session. Whatcha mean, Bill? Ain't you afraid we'll get our mind off of our work if we think too much? Or if we get too busy at our work we won't have much time to think. Still, one might get a job at writing this stuff, where neither thinking nor working are necessary.

Arthur P. Peterson went to the convention on professional business. He's the new state secretary of Minnesota, and he wants to learn the ins and outs of secretarizing. In the hands of such old war horses as J. P. Ryan, New York; M. G. Sellers, Pennsylvania; J. E. Wilson, Massachusetts; Walter Keefer, Ohio; Joe Fowler, Tennessee; George M. Chapman, Connecticut; and R. S. Stearnes, Louisiana, Mr. Peterson should become proficient in a short time. From Buffalo he went to Schenectady, thence to New York City, Philadelphia, Washington, Pittsburg, and Chicago.

E. S. Keefer, an old timer and an honorary member of the National Association, joined the bunch of old timers at Buffalo. Mr. Keefer is now representing the Rawlplug Company in New York City.

All the way from British Columbia came J. C. Reston, electrical engineer and contractor. He is secretary of the province and enjoys a prosperous business, using the slogan: "I will wire for you if you will wire for me." Mr. Reston visited New York City after the convention, whence he sailed to the

British Isles for a visit before returning home to Vancouver.

M. J. Robinson of the F. C. Welch Co., Clarksburg, W. Va., is anxious to find an electragist who can supply him with some workable cost system blanks. Some of you fellows that are so proud of your efficiency should correspond with Mr. Robinson.

Charles C. Harbinson of the distribution department of the Public Service Electric Co., Newark, N. J., got lost in the lobby of the Lafayette Hotel one night during the convention. Before an alarm was sent out, Charlie was found standing behind Harry Kirkland.

Some convention attendants learned more about the recuperative and sedative effects of color in one hour at Buffalo than they ever could expect to acquire in years of constant study. Yes, Miss Irwin, the color scientist, was quite popular.

C. R. Massacar of the Sterns Electric Equipment Co., Buffalo, was busier than a bird dog arranging transportation for the departing guests. He says that "Sterns for Service" slogan is lived up to at all times, and that the Sterns customers appreciate its worth.

Harvey N. Smith, representing the Mohawk Electrical Supply Co., Syracuse, N. Y., and also secretary of the local organization of electragists, is a firm believer in conventions. He says it's fine to get together and listen to somebody that knows what he's saying. Harvey says he got enough out of Charlie Estey's talk to keep him pepped up for months. That's the spirit.

Samuel Adams Chase and William Lincoln Goodwin—we call them that when we want to be polite—went from

Buffalo to Detroit, thence to Jackson, Michigan, where they held a Goodwin-Chase get together meeting on July 25. They will be in Halifax, N. S., on Aug. 15, 16 and 17; Quebec, Canada, Aug. 19; Montreal, Aug. 20; and Toronto on Aug. 22 and 23. Sam and Bill, as we call them when we get playful, are getting busy again, so watch your step!

Speaking of being busy, did you ever see anybody busier than was Larry Davis, the photo phriend? He certainly is a snap shooter for fair. Sorry he had one bunch of films spoiled in developing, so if your picture doesn't appear in this issue, don't blame the special official representative photographer.

And speaking of snap shots—my, but what an elusive bunch are those Canadians! Many times did the official photographer try to get them herded up together, but by the time he found one of them he would lose the others—and so we go to press a trifle shy on Canada.

Henry C. Hutton, secretary of the Milwaukee district of the Wisconsin State Association, says that they are now planning to pull off a big electrical show in Milwaukee next October, where they will exhibit a real electric home. The Wisconsin boys are all highly enthused over the prospects and are exerting all efforts to make it a huge success. All right, let's go!

Also speaking of October, and let's go, and huge success, and such things, what are we going to do about that little old National Association convention down at Cincinnati a year from next October? It is a long time off, but we might as well decide now that we'll go. O, very well! Here's you hat—what's your hurry?



George M. Wheeler of New York City, an ardent worker in organization activities.

When not electragizing, Hugo Tollner of Brooklyn is also a snap shooter.

George Barrows, chairman of the Pittsburgh district, and J. H. Van Aernam of that town's League.

Meet Mr. Peet—W. Creighton himself—from Rye, N. Y.—think of that!

Fred B. Adam, may his tribe increase, comes from Missouri, the land of peace.

Registration—20th Anniversary Convention, Buffalo, July, 1921

LADIES

District of Columbia

WASHINGTON
Mrs. E. C. Gramm
Mrs. R. H. Harper

Indiana

INDIANAPOLIS
Mrs. A. I. Clifford
Mrs. T. B. Hatfield
Miss Marie Tepe
PERU
Miss Georgia Sullivan
Miss Helen Sullivan
SOUTH BEND
Mrs. A. E. Martin

Iowa

DUBUQUE
Mrs. C. H. Keller
WATERLOO
Mrs. J. E. Sweeney

Kansas

TOPEKA
Mrs. H. S. Lee

Kentucky

PADUCAH
Mrs. S. D. Dalbey.

Maryland

BALTIMORE
Mrs. Sydney C. Blumenthal

Massachusetts

BOSTON
Mrs. J. J. Caddigan
MEDFORD
Mrs. Wm. H. Atkins
WALTHAM
Mrs. Frank L. Barnes
Miss Margaret W. Barnes

Michigan

BATTLE CREEK
Mrs. Harry Spier
DETROIT
Mrs. E. McCleary

Minnesota

ST. PAUL
Mrs. Arthur L. Abbott

New Jersey

BLOOMFIELD
Mrs. Ernest T. Bergquist
MERCHANTVILLE
Mrs. Alice A. Plasket

New York

BROOKLYN
Mrs. A. Browne
Mrs. D. M. Carr
Mrs. Louis Kalischer
Mrs. Hugo Tollner
FLUSHING
Mrs. Geo. M. Wheeler
NEW YORK
Mrs. A. Lincoln Bush
Miss Lillian V. Driscoll
Mrs. John Geo. Fuchs
Mrs. Otto A. Fuchs
Mrs. H. Goldberg
Miss Beatrice Irwin
Miss Loretta O'Brien
Miss Louisa O'Brien
Miss Henrietta I. Rottger
Mrs. H. H. Sinclair
Miss Emma Wilson
Miss Jessie Wilson
Mrs. Nathan Zollinsky
ROCHESTER
Mrs. H. L. Ball
Mrs. A. L. Brackman
Miss R. F. Corbin
Mrs. B. E. Finnare
Mrs. C. T. Graning
Mrs. Theo. R. Huber
Miss Ruth M. Laube
Miss Irene O'Connell
Mrs. John J. O'Connell
SCHENECTADY
Mrs. James H. Burns
SENECA FALLS
Mrs. F. McCarthy
STATEN ISLAND (GREAT KILLS)
Miss Vina Bahme
Mrs. H. M. Walter
SUMERVILLE
Mrs. R. G. Burns

Ohio

AKRON
Mrs. J. W. Kinnan
Mrs. H. T. Uhl
Mrs. Claude L. Wall
CINCINNATI
Mrs. Chas. M. Beltzhoover
Mrs. John D. Beltzhoover
Mrs. Eugene Perkins

Mrs. J. M. Stewart
CLEVELAND HEIGHTS
Mrs. H. E. Merrell

Pennsylvania

EASTON
Mrs. James E. Hauck
E. STROUDSBURG
Mrs. August Engelhardt
LANCASTER
Mrs. Dorothy M. S. Hess
LEHIGHTON
Mrs. R. H. Bauchspies
PHILADELPHIA
Mrs. J. F. Buchanan
W. C. Buchanan
Mrs. Jacob A. Busch
Mrs. Jas. G. Crosby
Mrs. Geo. C. Grolock
Mrs. A. G. Heinemann
Mrs. W. V. Pangborne
Mrs. P. F. Riley
Mrs. Thos. W. Whalen
PITTSBURGH
Miss Emerald De Muth
Miss Grace Sanderson
Mrs. J. H. Van Aernam
WILKINSBURG
Mrs. Geo. T. Barrows

Virginia

ROANOKE
Mrs. J. M. Richardson

Wisconsin

MILWAUKEE
Mrs. Geo. Andrae

Canada

TORONTO
Mrs. E. R. Taylor

MEMBERS

Connecticut

WATERBURY
Geo. M. Chapman & Co., by Geo. M. Chapman.

District of Columbia

WASHINGTON
Howard P. Foley Co., by Howard P. Foley.
E. C. Gramm Co., by E. C. Gramm.
D. C. Ass'n. Elec. Contractors, by R. H. Harper.

Illinois

CHICAGO
B. H. Bendheim
F. E. Newberry Elec. Co., by H. C. Newkirk.
Emmons Elec. Co., by Carl T. Rost
Seiler Elect. Const. Co., by Sigmund Seiler.

Indiana

ELKHART
The Electric Shop, by Gene P. Ohmer.
INDIANAPOLIS
Hatfield Elec. Co., by T. B. Hatfield.
Sanborn Elec. Co., by G. M. Sanborn
Indiana State Ass'n., by A. I. Clifford, (Sec'y)..

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DUBUQUE
Keller Elec. Co., by C. H. Keller.
MUSCATINE
G. A. Chaudoin
WATERLOO
Waterloo Elec. Sup. Co., by J. E. Sweeney.

Kansas

TOPEKA
Topeka Elec. Co., by H. S. Lee.

Kentucky

LOUISVILLE
Daubert Elec. Co., by Chas. L. N. Daubert.
PADUCAH
S. D. Dalbey Elec. Co., by S. D. Dalbey.

Louisiana

NEW ORLEANS
Standard Elec. Const. Co., by Robley S. Stearnes.

Maryland

BALTIMORE
Blumenthal-Kahn Elec. Co., by Sydney C. Blumenthal.

Massachusetts

BOSTON
Edison Elec. Illum. Co., by Wm. H. Atkins.
Barnes-Pope Elec. Co., by Frank L. Barnes.
Edison Elec. Illum. Co., by John J. Caddigan.
Hixon Elec. Co., by Alfred J. Hixon.
F. S. Hardy & Co., by Randolph Osborne.
Mass. State Ass'n., by J. P. Wilson, (Sec'y).
MILFORD
W. C. Tewksbury Co., by Wendell P. Jones.
WORCESTER
Coghlin Elec. Co., by John P. Coghlin.
Coghlin Elec. Co., by John W. Coghlin.

Michigan

BATTLE CREEK
Guarantee Elec. Shop, by Harry F. Spier.
DETROIT
McCleary-Harmon Co., by E. McCleary.
John H. Busby Co., by T. M. Templeton.
GRAND RAPIDS
Roseberry-Henry Elec. Co., by Henry W. Roseberry.

Minnesota

MINNEAPOLIS
Minneapolis Elec. Const. Co., by G. M. Jones.
ST. PAUL
Commonwealth Elec. Co., by Arthur L. Abbott.
Minnesota State Ass'n., by Arthur P. Peterson (Sec'y).

Missouri

ST. LOUIS
Frank Adam Elec. Co., by Fred B. Adam.
Wm. A. Corrao Elec. Co., by E. P. Ellison.

New Jersey

MERCHANTVILLE
John T. Plasket.
NEWARK
Baum Electric Co.
Commercial Elec. & Mch. Co., by E. T. Bergquist.
Public Service Elec. Co., by C. C. Harbinson.
Paul H. Jaehnig, Inc., by Paul H. Jaehnig.

New York

ALBANY
F. W. Newman & Son, Inc., by F. W. Newman.
BROOKLYN
Borough Elec. Co., by Abel Browne.
D. M. Carr.
Thompson, Bonney Co., by John J. Feeley.
Louis Kalischer, Inc., by Louis Kalischer.
W. H. Ludwig.
I. Stark & Co., by I. Stark.
Tollner Elec. Co., by Hugo Tollner.
John Wilhelm.

BUFFALO
Bison Elec. Co., by J. T. Arundell.
Bettendorf Elec. Co., by Wm. T. Bettendorf.
Johnson-Wahle Elec. Co., by F. A. Gannale.
J. C. Lindner Elec. Co., by John C. Lindner, Jr.
Sterns Elec. Equip. Co., by C. R. Massacar.
McCarthy Bros. & Ford, by E. D. McCarthy.
Buffalo Elec. Co., by E. B. McCormick.
Buffalo Elec. Cont'g. Co., by J. J. O'Leary.
McCarthy Bros. & Ford, by Karr Parker.
Fred'k Truscott & Son, by Frederick Truscott.
Fred'k Truscott & Son, by Geo. S. Truscott.
Johnson-Wahle Elec. Co., by Richard Wahle.
Buffalo Electric Co., by G. C. Wetzel.

DUNKIRK
Daylight Elec. Co., by Louis B. Collins.
FLUSHING
J. H. Weatherlow, Inc., by J. H. Weatherlow.
LITTLE FALLS
Elec. Shop & Garage, Inc., by W. H. Coffey.
Elec. Shop & Garage, Inc., by T. P. McTiernan.

LONG ISLAND CITY
Thompson-Starratt Co., by Wm. P. Cook, Jr.

NEWFARE
Newell Elec. Const. Co., by J. F. Newell.

NEW YORK CITY
Harry Alexander, Inc., by Harry Alexander.
Harover Elec. Co., by J. B. Bander.
United Elec. Lt. & Pr. Co., by Alfred F. Berry.
S. A. Belmont & Co., by A. Lincoln Bush.
Samuel A. Chase, Westinghouse Elec. & Mfg. Co.
L. K. Comstock & Co., by L. K. Comstock.
Ryan & Dippel, Inc., by W. T. Dippel.
Charles L. Eidlitz, of The Charles L. Eidlitz Co.
The H. F. Elec. Co., Inc., by Henry Fischbach.
Louis Freund.
Otto Fuchs
Washington Elec. Co., by Benj. Goldberg.
Herman Goldberg
Standard Elec. & Rep. Co., by Max Goldberg.
Wm. L. Goodwin, Society for Elec. Development.
J. P. Hall-Smith Co., by J. P. Hall.
Harry A. Hanft.
Hatzel & Buehler, Inc., by John C. Hatzel.
E. J. Elec. Installation Co., by Theo. H. Joseph.
Edwin S. Keefer, The Rawlplug Co.
Morris Levi & Co., by Morris Levi.
J. Livingston & Co., by John G. Livingston.
McGeady Elec. Co., by Peter McGeady.
Kimball Elec. Co., by J. H. McKenner.
McCurt-Watts & Tankard, by L. C. MacNutt.
W. H. Morton, Nat. Ass'n of Elec. Const. & dealers.
Franz Neilson, Counsel, Nat. Ass'n. E. C. & D.
Peet & Powers, by W. Creighton Peet.
Waterside Elec. Co., by J. P. Perass.
Cleveland & Ryan, by J. P. Ryan.
P. Simpson, Inc., by P. Simpson.
Tucker Elec. Const. Co., by A. H. Sinclair.
Laurence L. Strauss.
Tucker Elec. Const. Co., by Jas. R. Strong.
H. M. Walter.
The Maintenance Co., Inc., by Geo. M. Wheeler.
Geo. Weiderman Elec. Co., by Geo. Weiderman.
Stroh & Wilson, by Thos. H. Wilson.
Nathan Zollinsky.
Elec. Contractor-Dealer Magazine, by Farquison Johnson.
Nat'l. Ass'n of E. C. & D., by Laurence W. Davis.

NIAGARA FALLS
Pettibone-Mingay Elec. Sup. Co., by C. P. Mingay.
ONEONTA
C. C. Miller.

ROCHESTER
Laube Elec. Co., by H. F. Alfing.
Requa Elec. Sup. Co., by H. Q. Ball.
A. L. Brackman Mfg. Co., by A. L. Brackman.
Requa Elec. Sup. Co., by Robt. G. Burns.
Rochester Elec. Sup. Co., by Bernard Finnecare.
Industrial Elec. Co., by C. T. Graning.
Wheeler-Greene Elec. Co., by J. H. Greene.
Huber Elec. Co., by Theodore R. Huber.
Laube Elec. Const. Co., by G. Laube.
Wheeler-Greene Elec. Co., by F. A. Mott.
O'Connell Elec. Co., by John J. O'Connell.
Phillips Elec. Co., Inc., by Jas. J. Phillips.
B. A. Vandy.

SCHENECTADY
Jas. F. Burns
J. F. Burns, by Vere Clemahire.
SYRACUSE
Mohawk Elec. Sup. Co., by Harvey N. Smith.
UTICA
J. & M. Elec. Co., by M. H. Johnson.

North Carolina

RALEIGH
Walker Elec. Co., by N. L. Walker.

Ohio

AKRON
Kinnan Bros. Elec. Co., by J. W. Kinnan.
U-N-D Elec. Co., by H. T. Uhl.
Dauntless Pibg. & Elec. Co., by Claude L. Wall.

CINCINNATI
A. Becker & Sons, by John A. Becker.
Beltzhoover Elec. Co., by Chas. M. Beltzhoover.
Beltzhoover Elec. Co., by John D. Beltzhoover.
Beltzhoover Elec. Co., by J. M. Stewart.
Keefer & Anson, by Walter R. Keefer.

CLEVELAND
Harrington Elec. Co., by G. P. Fuerst.
Harrington Elec. Co., by W. C. Harrington.
Merrell-Sharp Elec. Co., by H. E. Merrell.
F. C. Werk, by J. O. Wingate.

COLUMBUS
Elec. Power Equip. Co., by E. L. Keller.
CONNEAUT
Conneaut Elec. Service Co., by C. B. Hicks.
Conneaut Elec. Service Co., by C. M. Laughrey.

DAYTON
Leshner Elec. Co., by H. R. Blagg.
Leshner Elec. Co., by C. Leshner.

NEWARK
The Electric Shop, by H. F. Brennan.
SPRINGFIELD
Gray Elec. Co., by M. H. Gray.

TOLEDO
J. J. Duck.
Marvin W. Hansen.

Pennsylvania

ALLENTOWN
R. W. Keck & Co., by R. W. Keck.
DUQUESNE
Andrew J. Brown.
EASTON
Jas. E. Hauck.
EAST STROUDSBURG
August Engelhardt.
HARRISBURG
Dauphin Elec. Sup. Co., by John S. Musser.
LANCASTER
Lancaster Elec. Sup. & Const. Co., by John E. Hess.
LEHIGHTON
R. Baushpies.
NORRISTOWN
Daniel L. Bradley.
PHILADELPHIA
Elec. Constr. Co., by W. T. Brown, Jr.
J. F. Buchanan Co., by J. F. Buchanan.
J. F. Buchanan Co., by J. F. Buchanan, Jr.
Jacob A. Busch.
Whalin-Crosby Elec. Co., by Jos. G. Crosby.
Heinemann Elec. Co., by Geo. C. Grolock.
Heinemann Elec. Co., by Alfred G. Heinemann.
Wm. Pangborne & Co., by Wm. Pangborne.
Jacob A. Busch, by P. F. Riley.
Whalen-Crosby Elec. Co., by Thos. W. Whalen.
Penna. State Ass'n, by M. G. Sellers (Sec'y).

PITTSBURGH
Barrows Elec. Shop, Inc., by Geo. T. Barrows.
Iron City Engr'g Co., by A. M. Cover.
Iron City Engr'g Co., by K. M. Rose.
Iron City Engr'g Co., by J. H. Van Aernam.
Barrows Elec. Shop, Inc., by John G. Watson.
SCRANTON
Houck & Cross, by D. A. Cross.
Fred R. Smith.
Smith & Howley, by F. S. Smith.

Tennessee

CHATTANOOGA
W. C. Teas Co., by Paul W. Curtis.
MEMPHIS
Jos. Fowler Elec. Co., by Jos. A. Fowler.
Memphis Elec. Co., by A. G. Street

Virginia

LYNCHBURG
Clifton W. Whitmore
ROANOKE
Richardson-Wayland Elec. Corp., by J. M. Richardson.

West Virginia

CLARKSBURG
F. C. Welch Co., by M. J. Robinson.

Wisconsin

MADISON
Electrical Sup. Co., by L. W. Burch.
MILWAUKEE
Horman Andrae Elec. Co., by George Andrae.
Milwaukee Dist. Ass'n, by Henry C. Hutton, (Sec'y.)
SUPERIOR
Ross Elec. Co., by L. G. Ross.

Canada

TORONTO
Bertram Balmont.
Salisbury Elec. Co., by James E. Curran.
E. A. Drury.
The Masco Co., Ltd., by Haalett Fielding.
Beattie-McIntyre, Ltd., by Kenneth A. McIntyre.
Northern Elec. Co., Ltd., by W. R. Ostrom.
Northern Elec. Co., Ltd., by L. P. Stiles.
E. A. Drury, by F. S. Stroud.
Taylor Bros., by E. R. Taylor.
E. Warman.
Wood Elec. Co., by Samuel Wood.
Wood Elec. Co., by J. Fallow.
Ontario Ass'n. Elec. C. & D., by J. A. McKay (Sec'y.)
VANCOUVER
J. C. Reston.

NON-MEMBERS

Connecticut

ANSONIA
Ansonia Elec. Co., by J. Oliver Keller.
BRIDGEPORT
General Elec. Co., by W. D. Yates.
Harvey Hubbell, Inc., by T. S. McLean.
Trumbull-Vanderpool Elec. Mfg. Co., by L. B. Underwood.

Illinois

CHICAGO
Belden Mfg. Co., by H. H. Balliett.
Chas. L. Estey.
S. H. Covel Co., Inc., by Peter F. Hensel.
Elec. Trade Pub. Co., by Wm. H. Jones.
Pass & Seymour, by L. L. Parkinson.
Belden Mfg. Co., by W. K. Trumm.
Western Elec. Co., by Wm. Weiss.

Indiana

SOUTH BEND
Alfred E. Martin.

Massachusetts

BOSTON
Henry D. Sears, by Robt. J. Jones.
Henry D. Sears, by Henry E. Nickerson.
Nat'l. Metal Molding Co., by Albert Mann.
Bryant Elec. Co., by Walter E. Nourse.

Michigan

DETROIT
Happy Home Industries, by A. H. Kling.
HOWELL
Howell Elec. Motors Co., by C. F. Norton.

Missouri

KANSAS CITY
J. M. Campbell, Fire Insurance.
ST. LOUIS
Lynton T. Block & Co., by Lynton T. Block.

New Jersey

TRENTON
Crescent Insulated Wire & Cable Co., by Earl R. Blyler.
WEEHAWKEN
N. Y. Edison Co., by Alfred E. Miller.

New York

BROOKLYN
Brooklyn Edison Co., Inc., by W. F. Fairbaun.
BUFFALO
Johns-Manville, Inc., by W. W. Amos.
Westinghouse Elec. & Mfg. Co., by F. B. Davis.
Federal Tel. & Tel. Co., by H. M. Dixon.
Trumbull Elec. Mfg. Co., by J. R. Dudley.
Howell Elec. Motors Co., by John E. Hoffman.
Smith Levell Elec. Co., by L. E. Levell.
Westinghouse Elec. & Mfg. Co., by H. M. Long.
Westinghouse Elec. & Mfg. Co., by L. J. Mack.
General Electric Co., by W. F. O'Connor.
Westinghouse Elec. & Mfg. Co., by G. W. Roosa.
National Carbon Co., Inc., by E. J. Salle.
Jno. A. Roebbing Sons Co., by G. W. Swan.
National Carbon Co., Inc., by H. W. Wise.

HAMBURG
Westinghouse Lamp Co., by F. A. Smock.

NEW YORK CITY
The Electric Journal, by Grant Armor.
Edison Elec. Appliance Co., by Chas. E. Brennan.
Electrical Merchandising, by O. H. Caldwell.
Habirshaw Elec. Cable Co., by Jas. E. Coyle.
Electrical Merchandising, by Stanley A. Dennis.
General Elec. Co., by W. C. Deterling.
Stanley & Patterson, by A. S. DeVau.
Electrical Merchandising, by Geo. H. Duffield.
Edwards & Co., Inc., by R. Edwards.

Electrical Record, by H. F. Frick.
Trumbull Elec. Mfg. Co., by W. F. Georges.
N. Y. Edison Co., by Albert Goldman.
Michigan Stamping Co., by J. M. Griffin.
Atlantic Insul. Wire & Cable Co., by C. W. Hoblitzell.
N. Y. Insul. Wire Co., by P. H. Hover.
N. Y. Electric League, by J. Wynne Jones, (Sec'y).
Sullivan W. Jones.
Kearton & Nagle, by C. E. Kearton.
N. Y. Edison Co., by John F. Kelly.
W. H. Kenney.
Sprague Elec. Works, by H. B. Kirkland.
Lighting Fixtures and Lighting, by Jas. Krieger.
Ray D. Lillibridge, by Andrew J. McGregor.
Johns-Manville, Inc., by G. E. MacManners.
Commercial Const. Co., by A. J. Martin.
Johns-Manville, Inc., by S. G. Meek.
Kearton & Nagle, by John R. Nagle.
Edwards & Co., Inc., by Thos. S. Nolan.
Electrical World, by W. H. Onken, Jr.
A. A. Wire Co., Inc., by D. Palmer.
Edison Elec. Appliance Co., by W. B. Pierce.
N. Y. Electric League, by J. R. Pollock (Pres.).
Westinghouse Lamp Co., by F. F. Prince.
N. Y. Edison Co., by P. Dittmars Rapele.
General Elec. Co., by Chas. A. Rohn.
Society for Electrical Development, by O. C. Small.
Westinghouse Lamp Co., by Ernest D. Story.
Electrical Record, by F. E. Watts.
Electrical Review, by DeWitt U. Weed, Jr.
PENN YAN
Short Elec. Mfg. Corp., by F. J. Saxton.

ROCHESTER
M. J. Olmstead.
Stromberg-Carlson Tel. Mfg. Co., by C. C. Eckhardt.
Underwriters' Ass'n, by W. H. McDonald.
Bernard E. Finnecare Co., by J. F. O'Donnell.
General Rwy. Signal Co., by W. A. Portley.
SCHENECTADY
General Elec. Co., by Frederick S. Ackley.
General Elec. Co., by J. O. Wetherbee.
SENECA FALLS
Electric Shop, by Frank McCarthy.
SYRACUSE
Westinghouse Lamp Co., by S. Blackridge.
H. J. Gorke, by K. S. Gorke.
Pass & Seymour, Inc., by W. Brewster Hall.
H. C. Roberts Elec. Sup. Co., by Harry A. Hopper.
Arrow Elec. Co., by G. R. Wentworth.

Ohio

CINCINNATI
Gas & Elec. Appliance Co., by E. H. Geist.
CLEVELAND
The Adapti Co., by J. C. Boynten.
The Adapti Co., by Leo E. Fox.
Cleveland Elec. Sup. Co., by S. Goldman.
Economy Fuse Mfg. Co., by J. B. Griffith.
Pass & Seymour, Inc., by F. T. Haffner.
The Adapti Co., by C. H. Hegman.
M. Luckiesh.
The Adapti Co., by F. L. Schneider.
Harry C. Turnock.
Lighting Fixture Dealers Society, by J. L. Wolf.
LAKEWOOD
Nat'l. Carbon Co., Inc., by C. L. Bogner.
MANSFIELD
Westinghouse Mdee. Bureau, by M. C. Turpin.
NORWOOD
Estate Stove Co., by C. L. Bougher.
TOLEDO
F. Bissell Co., by F. C. Lindsay.

Pennsylvania

ELWOOD CITY
Gardner-Brown, by Ben R. Gardner.
PHILADELPHIA
Elliott-Lewis Elec. Co., Inc., by C. J. Brown.
EAST PITTSBURGH
Westinghouse Elec. & Mfg. Co., by George Bailly.
Westinghouse Union Batt., by F. J. Johnson.
PITTSBURGH
Carnegie Inst. of Technology, by H. A. Calderwood.
Central Tube Co., by Wm. G. Campbell.
Nat'l. Metal Molding Co., by C. L. Corbin.
Nat'l. Metal Molding Co., by John P. Corrigan.
Westinghouse Elec. & Mfg. Co., by John J. Gibson.
Doubleday-Hill Elec. Co., by Henry S. Hehmann.
Nat'l. Carbon Co., Inc., by F. H. McDowell.
Western Elec. Co., Inc., by C. D. McClary.
Central Tube Co., by H. S. Morrow.
Hazard Mfg. Co., by Thos. Wray.
SAYRE
Robertson-Cataract Elec. Co., by W. Crawford, Jr.
SCRANTON
Anthracite Elec. Const. Co., by W. S. Hammerman.

Tennessee

MEMPHIS
Electric Supply Co., by C. J. Watson, Jr.

Canada

BRANTFORD
Henderson Business Service, Ltd., by C. D. Henderson.
A. C. McLean.
GUELPH
The Gringer Co. Ltd., by Geo. E. B. Gringer.
HAMILTON
Ontario Ass'n. E. C. & D., by F. K. Stalford.
KITCHENER
Frank O. Ellis.
TORONTO
Electric Dealer-Contractor, by C. H. Brooks.
Toronto Hydro Electric, by A. W. J. Stewart.
Earle Electric, Ltd., by Arthur E. Wilson.

The Business Outlook

BY SAMUEL B. BOTSFORD

Address Delivered at Anniversary Convention by Buffalo Attorney
Who Has Made Special Study of World's General Conditions

We have just passed through the greatest war of recorded history, a war stopped by a premature armistice and concluded by an unsatisfactory peace conference. This war is not actually ended. In Russia, which is a very important part of the earth's surface, war conditions still prevail and will probably continue for several years. The embers still burn in many parts of the world, and may be fanned into open conflict on a larger scale at any time. In fact, if we can judge by history, great wars rarely end with an armistice—they usually flicker out slowly like great fires.

The knowledge that fighting may be resumed and the fact that the passions of war still occupy the minds of millions constitute important facts that dam the economic streams and prevent the natural flow of business. Although other wars have been more destructive in proportion to the resources of the nations engaged, this war has drawn more systematically upon all resources and has had the most world-wide economic effect of any war ever waged. Because of it our country enjoyed wonderful prosperity. We were the granary of the allies. The Argentine, Australia and South Africa were too far away; Russia was cut off. If food really won the war, then it was an American victory, supplemented splendidly by Canada.

This meant larger fields tilled, new farm machinery, new and better animals, a greater investment on every farm. Our industries were strained to the limit to meet war demands. Every wide awake and patriotic manufacturer studied ways to adopt his plant to the needs of war. New equipment, special machinery, buildings needed for war, but useless for peace—all these things are familiar to every intelligent citizen. Transportation was hard put to meet the emergency—from the special siding and switch facilities to great docks and a host of boats big and little, with docks and unloading facilities and tracks and terminals on the other side, we prepared for a contest worthy of our strength that ended almost as soon as our boys could get in touch with the enemy.

Adjustment Was Necessary

I have outlined our war efforts simply to call attention to the fact that an adjustment had to come. America is no longer sole granary for the world and our farmers must adjust their production to world demands or suffer the consequences that always accompany a glut. As a class the farmers have been the first to experience the slump. Seasonal and weather conditions will always affect the price of farm products, but it is fair to expect that the European farmer, in those nations which are peaceful, will produce to his limit at low prices, and that the South African, Argentine and Australian farmers will insist on meeting the competition at the Liverpool docks. This means that the American farmer cannot expect the ready market he has enjoyed, that his receipts will be less, and consequently his purchasing power will be less.

In the cities and manufacturing centers, the adjustment is slower than on the farms. Reorganizations, consolidations, even general assignments and bankruptcies, seem necessary to the boiling down process. Fortunately our banking and credit machinery, which is the best by far in our history, enables business men to shrink their assets without precipitating a panic. We are going through a business depression, world wide and very severe. We have experienced the most abrupt drop in commodity prices in recorded economic history. The book losses have been enormous, but the commodities are still here. Our banking and economic systems have stood the test; the dollar is standard, its worth unquestioned, whether in paper or coin, and the panic that seemed inevitable is postponed indefinitely.

Learned to Invest

We must lose our export markets or be prepared to invest large sums in credits, securities and foreign investments. We have been an investing people. The Liberty Bond sales were a splendid education to our people in the art of investing; the bad effect caused by their continuance below par reveals the gambling side of our investing genius.

As attorney for the State Comptroller in inheritance tax work in this country, I have examined the assets of thousands of decedents, all people of some means, and many classed as highly successful. I speak with authority when I say that the average American, outside of his particular business, is a speculator and not an investor. The estates, with their accumulation of no good stocks, prove that statement. If we are to engage in foreign trade, if we are to enter the export business as a nation, our people must learn to save and invest wisely here and abroad. The purchasing power of a war sick world can be raised by development. India, Africa, China, especially, and later, Russia, will become vast markets as the inhabitants grow in civilization and demand the things that civilized man requires.

America, rich before the war, and wealthy because of the war, must furnish its share of the capital to build roads and railroads, steamship lines and terminals, develop mines and operate lumber camps, and in general do the things that will make the world our market. If our people will be reasonably economical and will become canny investors, they can build up an export business that will alone almost insure our prosperity. To do this, however, we must get away from present bad habits and back to the philosophy of Benjamin Franklin, on which our early prosperity was built. Franklin in his essay on "The Way to Make Money Plenty in Every Man's Pocket," laid down two simple rules: "First, let honesty and industry be thy constant companions; and secondly, spend one penny less than thy clear gain." If we are to have a wide distribution of profits and not rely on a few multi-millionaires to do our investing, our people as a whole must cease to gamble so much and learn to save.

Solve Wage Problem

The railroad problem is being solved rapidly. Wages must come down, of course; and wages on the farms and in the shops cannot be stabilized on a sound basis while railroad wages are on

an artificial basis, nor can railroads place orders for supplies and start our mills going until their wage problems are solved. On the other hand, we have a right to expect that when the costs of labor and materials have come down it will be possible to adjust rates downward and reduce the carrying charges upon our commerce.

The tariffs will soon be known; we shall have a protective tariff. It is true that economists love to condemn the protective tariff idea; nevertheless, the experience of our country justifies the belief that at this stage of our development some protection of those items that face cheap foreign competition and are essential to our national welfare should be provided sufficiently to insure production here at a rate of cost consistent with our standards of living.

Taxation is a bugaboo to all business. We must make up our minds, however, that taxation, high taxation, is necessary. The changes created by the war must be met; statesmen cannot devise ways to meet the popular demand voiced in the song "Why should there be a war tax when there isn't any war?" The cost of government cannot come down much because the major costs are necessary for national safety and to meet the needs of our people. If partial disarmament comes, that will greatly reduce the charges upon the world at large but not upon our country, which has never been a heavily armed power in times of peace.

One of our great war expenses in the past has arisen out of our generosity to veterans; I do not look for any great change in this national policy. Our government is on a firmer basis than ever before. The devotion and sacrifice of the war, the training and discipline of our boys, the revelation to the world of our strength and the realization among ourselves of our unity, all these work for higher citizenship. Public officials reflect public demands, our people are more alert and public spirited than ever before, and we have a right to expect better administration when the people are disposed to understand and approve acts of good officials.

Our chief troubles come from certain basic misunderstandings due to false teachings and hasty thinking. Some of these are as follows:

1. That civilization can proceed without organization. The socialistic and communistic experiments in Europe have answered that error.

2. That something can come out of nothing. This error is more widespread than many suppose, although always in a camouflaged form. I wish all our people could for a month repeat morning and evening the first three paragraphs of Adam Smith's *Wealth of Nations*, which are as follows:

"The annual labour of every nation is the fund which originally supplies it with all the necessities and conveniences of life which it annually consumes, and which consist always either in the immediate produce of that labour, or in what is purchased with that produce from other nations.

"According therefore, as this produce, or what is purchased with it, bears a greater or smaller proportion to the number of those who are to consume it, the nation will be better or worse supplied with all the necessities and conveniences for which it has occasion.

"But this proportion must in every nation be regulated by two different circumstances: first, by the skill, dexterity, and judgment with which its labour is generally applied; and, secondly, by the proportion between the number of those who are employed in useful labour, and that of those who are not so employed. Whatever be the soil, climate, or extent of territory of any particular nation, the abundance or scantiness of its annual supply must, in that particular situation, depend upon those two circumstances."

3. That the weak and the poor by virtue of being weak and poor deserve more consideration than the strong and independent. Much of our modern legislation is based on this premise, which is fallacious.

4. That the accumulation of profit is an evil. It is surprising how many people hold this error in some modified form. The very basis of our economic virtues and our development of culture rests in the accumulation of wealth by individuals; I believe our people generally recognize this fact and will not stand for radical legislation.

5. That taxes can be paid by any except consumers.

New Name for Electrical Contractor-Dealers

By M. H. JOHNSON

Part of Paper Read Before Anniversary Convention at Buffalo, New York, on Thursday, July 21, 1921

(Electrāgy (pronounced like geology))

This topic has so many phases that no attempt will be made here to outline or repeat the numerous principles and practices which have been set forth and accepted as basic for the proper conduct of this business. The indefiniteness of the name "contractor" is in part the reason for the manner in which the subject is handled.

The need of certain definitions and terms in our work is very obvious. Much misunderstanding and loss of time results from the vague meaning of many of the expressions used, and our progress is somewhat hindered by the lack of proper words with which to express the thoughts intended.

Our business is perhaps more technical and scientific in its public contact than most others. We should therefore have a concise vocabulary to permit of clear and forceful statements. It is hoped that the Association will act officially to sanction such terms as are acceptable and arrange for continuous adjustment of our vocabulary as needs occur. New words and meanings are being added to our language in a purely haphazard way. For our own purpose some more intelligent method should be used.

Perhaps our keenest need is a word meaning "Electrical Contractor-Dealer," so an attempt has been made to find it. Electric being of Greek origin, the idea at once occurs of combining it with the Greek root of our verb to lead or act. An inquiry on this line was sent to many libraries, universities and similar sources of knowledge. Dr. Robert M. Yerkes, chairman of Research Information Service of the National Research Council, took the matter up. The result is a very scholarly and erudite opinion by Prof. Henry S. Washington of the Geophysical Laboratory, Carnegie Institution, Washington, D. C. This report appears in full in the appendix and is worthy of study by Greek students. The suggestion is to use the Greek AG meaning "to lead" developed in this manner (pronounced like Melaturgy):

Electrāgy—Name of the trade or business of Electrical Contractor-Dealer.

Electrāgist—A person conducting such a business.

Electrāgician—A person working at the business.

Electrāgize—A verb—to work at the business—or to provide electrical equipment.

Electragic—An adjective—relating to the business.

Electragian

Electragial

These words have been submitted to a number of prominent men for approval. They are convenient, euphonious and correct from a scientific standpoint. It is suggested that the Association adopt them unless something more suitable is presented.

[Mr. Johnson's suggestion was acted upon by the National Association, a resolution being unanimously passed at the Buffalo Convention adopting these new words and recommending them for use by all members.—The Editor.]

In the Field With the Special Representative

BY LAURENCE W. DAVIS

Report Presented at the Anniversary Convention, in Which is
Outlined the Territory Covered by National Headquarters

It has now been about 17 months since I started in my work as special representative, and although at this 20th birthday of the association I feel myself indeed a youngster, I am beginning to feel that most of you men are personal acquaintances (and I hope good friends) of mine today. In these 17 months I have been in over forty States and the Provinces of Ontario and British Columbia; have visited over 200 cities, with meetings in a large percentage of them; and have secured over 500 new members for the National Association.

In a large measure these results have come from the fine coöperation of the older members—you men who are leaders in organization work; and this must always be true.

I want to thank the men here and elsewhere who have taken the lead in arranging get together meetings, have gotten the men out to those meetings and have demonstrated the value of coöperation to their fellow competitors.

Since the Baltimore Convention last October I have taken three extended trips of two months each, besides several shorter ones in the Eastern district. During November and December my trip took me through 17 cities in Pennsylvania, Ohio, Indiana, Kentucky, Illinois, Wisconsin and Minnesota, and I was much pleased with the keen interest shown by our older members and the ready response of prospective members in nearly every city. Your officers have watched with some apprehension the effect of the building recession and business depression upon the membership of our association, but I believe the value of organization and the benefits from the association work have become so evident to all contractor-dealers as to prove team work more necessary during such periods as we are just passing through.

A number of cities on that midwest trip are deserving of special notice—Louisville, Ky., is developing organization work in a very practical way through their Contractors' Association, Electric Club, etc., with such activities as coöperative advertising of contractors, lighting demonstrations, etc.; both

Evansville and Terre Haute, Indiana, gave us 100% membership (every electrical interest) following enthusiastic meetings in their cities; and an unusually fine State Convention was held by Indiana in South Bend on December 1, with nearly 200 men attending.

Importance of Preparedness

I want to emphasize the importance of careful preparation of convention programs and the carrying out of those programs on schedule and with snap. I have attended one or two conventions where long tedious delays occurred while a makeshift program was arranged after the delegates were gathered together, and then the meetings were carried out with such indefiniteness as to discourage business men who have invested money and valuable time to attend them. Live subjects should be selected for papers and discussion, and live men selected to discuss them, with a time limit allotted each man for his paper; and then the program run off with snap and precision. Let us set an example for efficiency in our conventions.

I want also to urge contractor-dealers to join and take an active interest in their Electric Clubs in the many cities where such clubs have been formed of all electrical interests. There is a place where you can meet and get better acquainted with all the other branches of your industry, and in doing it you will open the way to a better understanding of you and your problems by the other branches. So often I have leaders of Electric Clubs representing from 100 to many hundreds of electrical men, ask me why only a very few, often only half a dozen or less, contractor-dealers support or attend the clubs, yet the contractor-dealers expect to receive the attention of the industry when they need it.

Early in January I started on a 9,000 mile trip which took me out through Omaha, Denver and Salt Lake City, up to Montana, and then down the Pacific Coast from Vancouver to Los Angeles, returning through cities in Arizona, Texas, Louisiana, etc., to Florida, and up the Atlantic Coast States. This trip

lasted 62 days with meetings in 26 cities in 18 states.

In the West I was interested in studying the growth of the Electrical Development Campaign idea, as it has been operating in California for several years. Similar Development Leagues have been started in Colorado, Utah, Washington, Oregon, and in British Columbia, and I feel that the contractor-dealers should give them utmost support, tying the work of the Development Leagues and the Contractor-Dealer Associations as closely together as possible.

The Development Leagues are designed to bring the electrical industry before the public as rapidly as possible, and with the utmost service to the public, and are dependent in a large measure upon the organization of the contractor-dealers to develop better business methods, better stores and higher standards of service from the contractor-dealers. Let us do our part always to keep in step with every advance of the industry.

Stimulate Efficiency

I returned from the Pacific States with apprehension as to the result of the policies under which the whole industry seems to be operating out there—policies which I fear may have a tendency towards an artificial direction of the channels of distribution and of competition. Such a system could not succeed; it would inevitably lead to suspicion and distrust, and in the end defeat the very purpose for which it was designed. There can be but one basis for the development of competition—that which stimulates efficiency and the incentive to create more economic service to the public.

All of our work both nationally and in local organizations must be based upon that premise. We need to exchange all information which will help the contractor-dealers to become better business men, and to operate their business upon such lines that they may expand in keeping with the demands from the rapid advances of the industry. But no artificial system of protection or support can ever be devised which holds

competition to a common level or attempts to justify the existence of inefficiency without sooner or later causing an upheaval among the really creative ones of its followers; or if not, then all will be pushed aside and supplanted by some more economic agency.

I regret that the expense of time and money necessary to secure frequent contact between the Pacific States and the rest of the country seems to have isolated them and kept them from keeping step with the advances the industry is making along these lines. The entire contractor-dealer industry should be united in its policies of working within itself and of its relationship with the other branches. No section of the country can afford to be out of harmony nor stand aloof from the rest of the industry, and I sincerely hope the Pacific States will soon get into a more intimate contact with the rest of the country.

We have an active group of members in Vancouver who are developing their local organization along constructive lines, and their loyalty to the National Association and sincere efforts to conduct their relationship in full accord with the National's principles are worthy of note.

Doing State Work

I have just returned from another two months' trip through Wisconsin, Illinois, Kentucky, Tennessee, the Carolinas, and Virginia. One month of it was spent in Wisconsin in coöperation with the local work there, under a recent plan by which the expense of the work was shared by the local members. I feel that it has proved the value of such arrangements for continuous work in one section; I visited 22 towns and cities in Wisconsin in the four weeks, holding many meetings, and secured nearly 50 new members, besides arousing new interest and understanding of our work among the older members.

Arrangements have been made for me to spend the month of August in Colorado on a somewhat similar basis. I hope that other sections may see the advantage of the plan, but would urge them not to do it unless they have made a careful study of their field and have laid out a definite program for my time, and then plan to coöperate fully in putting it across.

I want to comment especially upon the rapid development of Association spirit in the South. In the twelve

Southern States I have visited the contractor-dealers are making as rapid strides in better understanding of their problems through coöperative study as most of their Northern brothers.

Very good get together meetings were held in Memphis, Nashville, Chattanooga and Knoxville, during my recent trip through Tennessee, and I was much pleased with the coöperation which exists in most of those cities between contractor-dealers, central stations, and jobbers. A large increase in membership resulted from the meetings, and I look to see the whole South give more and more support to the association work in the future. In many Southern States, Virginia, Georgia, Florida, Alabama, Mississippi, etc., association spirit is rapidly growing. Many of the Southern jobbers deserve special mention for their efforts in bringing the contractor-dealers together; some of them have been untiring in their work to accomplish this.

The National Association today represents a majority of the electrical contractor-dealers of the country. Our biggest task now is to turn that power into a more complete service to the public. The contractor-dealer must get a broader vision of his job, which includes not only good workmanship, but also more efficient management, better knowledge of his operation costs, adequate provision through profits for growth and constant efforts to educate the public to higher standards in use of electricity.

Greatest Need

Perhaps the greatest need is better business management and knowledge of operation costs. Not alone knowledge of overhead percentages, but in many cases the proper method of applying overhead to prime costs is lacking.

I recently examined the statements of a contracting concern which did nearly a \$200,000 business last year; they had their books regularly audited by accountants and knew very closely their overhead percentages; yet that concern, allowing only nominal salaries to its management, showed less than \$2,000 profits at the end of the year—about 1%. Investigation of their method of figuring showed that they had added their overhead (the percentage of cost of operation to gross business), but applied it upon their prime costs, an error almost sufficient to account for their entire failure to show justifiable results on the year's business.

That is not an exceptional case; I have been impressed with the large number of contractors who are making the same mistake constantly. It is one of the reasons for the very unsatisfactory competitive situation in so many places. The industry cannot afford to let it continue, for in work done without adequate profit not only the contractor but the public and the entire industry suffers.

Should Be Educated

Education along such lines needs the united efforts of all. I have attempted at my meetings to arouse an interest which will develop local work of that kind; have used a blackboard and given practical talks on overhead, how to figure it and how to use it, turnover and the effect of careful buying and careful collecting upon annual profits, etc.; and in many cases have gone into contractors' offices at their request and examined their books to help them establish the real point below which there is no profit for them.

Every community should have its local association to meet as frequently and regularly as possible to discuss these problems and exchange ideas of benefit to all. No just running to cover in times of crises, such as labor troubles, but constructive, regular meetings. No man can afford to remain away from such meetings; if he feels himself above the need of education (Heaven help that man!) he cannot afford to withhold his experience from the less fortunate competitor whose ignorance he must meet and compete against daily.

I cannot emphasize too strongly the value and need of active local associations in every community where there are several contractor-dealers.

One of the greatest needs today for the contractor-dealer is to gain a new viewpoint toward work that he bids for; to lose the narrow view of competition based solely on price cheapness; but to think of each job in terms of complete service to the public. We are stocking our stores with electrical devices to sell and then going out after wiring jobs on a basis of how little can be given the buyer in order to keep the price below our competitor's bid.

A Case in Point

In a city which I recently visited a contractor in driving me about the residential section pointed out the foundations of a very fine residence about to be built. "I happen to know", he said,

"about how the electrical bids are running on that job; between \$150 and \$180. For ourselves we have put in a bid of \$690, and after the figures have written the words "As it should be".

I was in that contractor's office later when the builder of that house called up and said, "Mr. A, what the devil do you mean by putting in a bid of \$690? We've just opened the bids and have one as low as \$130." The contractor replied, "I have no doubt of it; but did you read what I wrote after my price, As it should be? I don't care to wire

it on any other basis; if I did, within a few months after you began to live in that house you would say I had failed to look out for your interests; that I ought to have known what you need for modern use of electricity and seen that you got it. Now, that is what I propose to do and I don't want the job on any other basis. My price of \$690 is 'As it should be.'"

The interesting thing about this story (which is true) is that he got the job. He merchandised that wiring job; he sold the service to be rendered and not

the price; he gave that customer far better value for his money than the contractor who sharpened his pencil so fine he could bid \$130; he put himself so far out of the other's class he was not attempting to compete; but what is of far more importance to the industry, he opened the way for a complete use of electrical current consuming devices in that home—contractor, dealer, jobber, manufacturer, and central station, and most of all, the customer profited by his vision, so the entire industry and public have benefitted.

Report of Council on Industrial Relations

By L. K. COMSTOCK

Address Delivered at Buffalo Convention by the Chairman of the Council, Who is a Prominent Contractor of New York City

In its efforts to translate into action the principles adopted two years ago this month in Milwaukee, the Council has made much progress.

The remaining months of 1919 following the Milwaukee Convention were occupied with the necessary preliminary educational work of preparing the I. B. E. W. for the adoption of the Declaration of Principles and the ratification of that action by referendum vote which was not fully completed until the closing days of the year 1919. The second half of the Council's first year was occupied in the necessary exchanges of views by the two committees—one appointed by each of the bodies cooperating in the Council. These two committees, which ultimately became the Council, finally formulated a plan of procedure and before the end of the first year of the life of the council, it was ready to function.

Before the Council was ready to function mentally and physically, it was necessary for its members to be in substantial agreement on fundamentals. Perhaps it were better to state these fundamentals at this point of my report rather than elsewhere.

The Council after many deliberations, sitting as a joint committee, and at other times in groups of two, or three, or four, had arrived at an agreement on the following fundamental ideas:

1—Strikes and lockouts are undesirable from every point of view.

2—No dispute can arise between employer and employe which cannot be settled in friendly negotiation, by conciliation or by

arbitration, provided the parties to the dispute have the will to honestly try one or more of these methods.

3—The industry can not fail to thrive on cooperation between employer and employe, and will surely languish if such cooperation is absent.

4—Cooperation resulting in mutual good will is the key to increased production and better craftsmanship.

5—The road to the highest efficiency of the individual working unit lies through the field of frank cooperation and fair dealing.

6—Local union leadership must be greatly improved.

7—The mere display of power is the last thing in the world that insures the success of an association, an organization, or an industry.

8—Labor unions, and associations dealing with them, must stop thinking so much about organization and think very much more about the essentials of the cause of the working man.

9—Labor unions and associations dealing with them must declare their purpose to bring about three things:

(a) Good working conditions.

(b) Good wages.

(c) The highest possible standard of craftsmanship.

10—Labor unions and associations dealing with them must plan their campaigns wholly on the basis of the service they are each capable of rendering.

11—If a labor union or an association is to make itself desirable and indispensable and cherished for all time, the way to do it is to forget itself in the widest possible service of its cause.

In translating these fundamental principles into action, it is but inevitable that the Council should make enemies. It is therefore necessary to exercise the greatest patience, proceed with the utmost care, and disarm criticism as far as possible; nevertheless moving forward in the belief that the only way

to wholly escape criticism is to *Do Nothing, Say Nothing and Be Nothing.*

Using the words of William McKinley in his second inaugural address:

If there are those among us who would make our way more difficult, we must not be disheartened, but the more earnestly dedicate ourselves to the task upon which we have rightly entered. The path of progress is seldom smooth. New things are often found hard to do. Our fathers found them so. We find them so. They are inconvenient. They cost us something. But are we not made better for the effort and sacrifice, and are not those we serve lifted up and benefited? We will be consoled, too, by the fact that opposition has confronted every onward movement from its opening hour until now but without success.

With the above fundamentals agreed upon, the Council was ready to function. It has carried on its work both formally and informally: that is, it has sat as a formal tribunal and it has worked through individuals who were qualified to interpret the aims of the Council. Services have been rendered in about 100 cases, in which favorable adjustment has been realized by the Council sitting as a tribunal and by informal methods. The informal or unspectacular method has been used more frequently because the number of disputes between individual employers and individual labor representatives is greater by far than the number of disputes between associations of employers and local unions.

In every case of informal adjustment a reasonable degree of satisfaction to both parties to the dispute has been the result. In the few cases where the ad-

justment has not been complete, the least that can be said is that a disagreeable situation has been rendered less disagreeable.

You are all no doubt familiar with the Detroit decision. This was the first dispute to reach the Council formally under its rules.

The Council secured the agreement of Local No. 58 and of the union shop employers of Detroit Electrical Contractors' Association each to appoint two representatives to sit on the Board of Conciliation. The Council then appointed Sullivan W. Jones as chairman of the board. Under the rules the two parties to the dispute agreed to abide by the unanimous decision of the Board, or, in the event of failure of the Board to reach a unanimous decision, to abide by the unanimous decision of the Council. As stated in the decision the Board failed to reach a unanimous agreement and the case came to the Council for consideration.

The Council's decision in this case has been printed and distributed and requires no further attention here, except to direct your attention to the fact that the wage having been justly and impartially considered and adjusted by the index number method, the union, Local No. 58, voluntarily reduced the wage, first to \$9.00 and then to \$8.00, as its contribution to the theory advanced by their employers that a lower wage would stimulate business.

Events have been slow, to say the least, in confirming the correctness of this theory, not alone in Detroit but elsewhere. However, the action of the union in voluntarily reducing the wage, demonstrates a high degree of coöperation. It should be remarked in leaving this subject that the adjustment was reached without either a strike or a lock-out of a day's duration, thus avoiding an enormous loss, which in other communities has amounted to millions of dollars.

The Cleveland wage adjustment, while not formally conducted according to the rules of Council procedure, nevertheless was largely influenced by the ideas developed by the Council. This wage adjustment was secured by an arbitration committee composed of two representing the contractors, two representing the union, Local 38, and a fifth chosen by these four. Mr. Bugniazet, a member of the Council, was one of the union members of the committee, and Mr. Jones, acting secretary

of the Council, was one of the contractor members of the committee. The fifth member was a Cleveland architect. This arbitration committee differed in one important respect from the Council, in that a majority vote was sufficient for a decision, while a unanimous vote is required in the Council. This Board of Arbitration early in its deliberations declared itself in favor of the principle of relating the wage to the cost of living and then adopted the index number method of establishing a ratio between the cost of living and the wage.

The cost of living in Cleveland on April 1, 1921, by reference to the Bureau of Labor Statistics, and charts prepared by Col. Ayers, of the Union Commerce Bank of Cleveland and by the National Industrial Conference Board, was found to be 179.2 higher than the average for 1914. The average wage in the electrical trade in Cleveland in 1914 was 61 cents. Increasing this wage by the ratio 179.2 the resulting wage was found to be \$1.093, which was arbitrarily moved up to \$1.10, which was the finding of the Board. The method of computing the wage in this case would not have been handled in any material respects differently had the Council been sitting in the case.

The Indianapolis dispute was sent to the Council in June after an ineffectual attempt by means of a Board of Conciliation to reach an adjustment. The Council sitting as a formal tribunal has once more applied the scientific formula to a wage dispute and has reached a wage adjustment for Indianapolis that is fair, because entirely justifiable by the processes of reason.

The efforts of the Council in the Boston controversy have borne no fruit visible as yet. Here the activities of the Council looking toward peaceable adjustment have been frustrated by the iron grip of the Building Trades Employers' Association, throttling all independent action on the part of the employing electrical contractors. The lock-out in Boston is complete; the union mechanics, except electricians and plasterers, have largely returned to work; the open shop has scored for the time being; but it has also sown the dragon's teeth; and future trouble will come as surely as night follows the day.

It is a relatively simple matter for the electrical industry to realize a no-strike and no-lockout condition, if it adopts and puts into universal practice the principle laid down by the Council

in adjusting the Detroit and Indianapolis disputes for the automatic adjustment of wages. But preliminary steps must be taken before such an ideal condition can be made permanent and national in scope. Local unions must secure the freedom from building trades councils to do their part toward realizing this ideal, and likewise associations of employers must be similarly free to act. We therefore can scarcely escape the conclusion that industry solidarity can better be secured by the withdrawal of contractor organizations from Building Trades Employer Associations, and the withdrawal of local unions from building trades employee councils.

The necessity of breaking these local affiliations, would, of course, be removed if all the affiliated trades adopted the policy and principle which seems to be in a fair way of adoption by the whole of the electrical construction industry. The failure of the other building trades to organize upon such a basis, calls for a third preliminary step, namely, the separate and direct contract for electrical work.

If the architect and engineer really want a strikeless building industry, the way to make it a possibility is to aid the electrical trade in its present fight by adopting the practice of letting electrical contracts separately to contractors who can guarantee continuous operation and the full coöperation of organized workers, and gradually spreading this practice out to cover each trade which adopts the no-strike and no-lockout policy until such time as all of the trades are upon that basis. The principle of direct letting of contracts, instead of subletting, was approved at the December, 1913, Convention of the American Institute of Architects.

It must be apparent to all by this time that the Council bases its very life on the idea of coöperation. If employer and employe do not perceive that their maximum interest lies in coöperation then the old method, or perhaps one ought to say, lack of method, of settling disputes can hardly be improved upon. Building trades associations of employers have been created to resist or fight what are thought to be the unjust demands of labor. Building trades councils are created to resist or fight what are considered oppression and unfair practices on the part of employers. No general rule can be laid down by which the fact may be determined which side in the

conflict is right; but both may be partially right; and usually both are partly wrong. Both sides being organized as militant units, fight the battle out right or wrong. By this means the seeds are sown for another conflict and provide ample opportunity for local unions and employer associations to play politics for the benefit of designing and powerful individuals, which leads to the exploitation of a long suffering and helpless public.

Do we want this kind of stupid endless cycle to continue in the building industry; and more particularly, are we justified in permitting it to continue in our own industry; and worse, are we to continue to aid and abet this senseless and ceaseless struggle, landing us nowhere else than the point where we began? Are we so bound and gagged by tradition and by propaganda that we have lost the power of independent thought?

Progress from the beginning of the world down to this convention has been the result of coöperation. When the world has met its setbacks and its retardations, failure to coöperate has been the cause. Proofs of this statement are written on every page of history. Society itself is nothing else than coöperation—this Association is an exemplification of coöperation. Conflict, unceasing conflict, without the will to compromise and compose matters in dispute has but one logical conclusion—the extermination of one of the parties to the conflict.

In this connection, consider the words of Edmund Burke:

It is ordained in the eternal constitution of things that men of intemperate minds cannot be free. Their passions forge their fetters.

We have the choice then between coöperation based on mutual compromise, and the eventual extermination of one of the parties to the conflict. In the magnanimous phrase of General Grant, "Let us have peace," lies the true course of our industry.

Production

It is probably beyond the power of man to alter, beyond very narrow limits, the proportion of the country's production that shall be accorded to the various factors that contribute to that production. If land, or labor, or capital, absorb more than is the due reward of any one of them, the others suffer.

It is a commonplace, that advances in rent, once secured, are the stubbornest

things in the world to bring down again to the old level. Rent still seems to be advancing rather than reducing. The strength of organized labor gives it a similar power of resistance. The result, it is said, is seen in the general slackening of productive enterprise on the part of capital, with corresponding idleness on the part of labor.

But assuming that organized labor possesses all the power it is credited with to resist the downward trend in wages, it is not easy for the candid mind to admit that the resistance to the process of deflating the cost of production can be wholly charged to organized labor when such labor constitutes but a little more than 10 percent of the whole. It is profitless to abuse labor for obstructing the general resumption of industry. The straight-seeing eye observes that in all lands men of all classes are getting in their own way, obstructing one another, expending vast thought and effort in devising ways and means for preventing the abundance that would make life more tolerable for all.

Listen to the words of Charles E. Hughes:

We have no questions which mutual good will and the processes of reason cannot solve. We have no subtleties, no duplicity of meaning, no soft words to conceal a purpose of self aggrandizement at others' expense. The only method of diplomacy we know is that of candid discussion of the merits of problems. This, we think, is the way to prosper a cause believed to be just.

In William McKinley's first inaugural address he said:

Arbitration is the true method of settlement of international as well as local or individual differences. It was recognized as the best means of adjustment of differences between employers and employes by the 49th Congress, in 1886, and its application was extended to our diplomatic relations by the unanimous concurrence of the Senate and House of the 51st Congress, in 1890.

Again let it be emphasized in this report that increased production will not come in response to the whining and complaints of the man paying the wage, but will come and will come only as a response to constructive coöperation. Labor knows how to coöperate, the man who employs labor knows how to coöperate; let them get together and tell each other what they know. This is the Council idea.

It does not seem possible to offer you a report on the activities of the Council without at the same time making a few observations on the other side of the picture—I mean the open shop. The

open shop movement, while far from being new, has yet to prove its virtues under the newer interpretation of justice by the bigger, broader minds in industry. Every activity of the Council rests primarily on free and frank coöperation with labor. Such coöperation is effective in proportion as both employer and employee are organized. Organization gives unity, form and direction to coöperative effort. Fundamentally, then, the Council can not derive strength from nor minister to disorganization, or the open shop.

Little fault can be found with the announced principle of the right of all workers "to work when and where they please without reference to their membership in any legitimate organization of workers," but it is obvious that employers have therein an advantage to open to far greater abuse than advantage ever held by labor. Seeking advantages of that sort kills coöperation. Seeking advantages is merely preparing for war. The open shop, if generally adopted, would tend to nullify all attempts at coöperation with labor—labor efficiency on a large scale is not possible without that degree of coöperation which will in time set a high standard of craftsmanship.

The terms "open shop" and "closed shop" are vague and misleading. A non-union shop is not necessarily open; it is often closed to union men. A union shop is not necessarily closed; there are many instances of shops where the union is recognized and yet no discrimination is allowed as between union and non-union workers.

What then does the campaign for the open shop really signify, if we may consider the phrase "open shop" to mean what it seem to say? It means of course a campaign against the closed shop. And what does that mean? It means a phantom battle against a phantom enemy. It means this because at no time has organized labor ever been willing to wage a general war in favor of the closed shop. To be sure, it is one of its tenets, an ideal toward which it is striving. But of its being anything more than an ideal there is no evidence.

Some day craftsmanship will be the distinguishing mark of a union man. If this is not to be, then union will decay and disappear. Craftsmanship in high degree cannot and will not come to distinguish the union man without coöperation with employers. The Council has the vision of a united industry wherein

employer and employe both work for the welfare of the industry and neither for himself alone.

Every right thinking man wants the abuses of the closed shop removed. Everybody knows that there are grafters and tyrants in the unions; everybody knows there are grafters and tyrants in the big corporations. We want to rid both unions and corporations of such grafters and tyrants, but to do so, is it necessary to destroy both unions and corporations?

It is no crime to oppose organized labor, provided the methods used are legitimate. It may seem a wise course to many to oppose it, and to fight its growth with all the might that it can master. Some of us will conceive such a course as a terrible mistake. We shall continue to think that a break up of trade unionism would set back the hands of the industrial clock a century, and lead to a procession of evil conditions such as long hours, unfair wages, child labor and the like, which we thought had been cured once and for all.

This is a free country, however, and our opinions are not sacrosanct just because they are our own. But do not let us permit any man or any group of men to cloud the issue. If there is to be a conflict, let it be a fair fight with fair weapons. Otherwise it is underhanded, vicious to the last degree, and ultimately bound to react with disastrous effect upon all employers, whether they are responsible or not.

Theodore Roosevelt in his annual message to Congress in December, 1904, wrote as follows:

Yet we must never forget the determining factor in every kind of work, of head or hand, must be the man's own good sense, courage, and kindness. More important than any legislation is the gradual growth of a feeling of responsibility and forbearance among capitalists and wage workers alike; a feeling of respect on the part of each man for the rights of others; a feeling of a broad community of interest, not merely the capitalists among themselves, and of wage workers among themselves, but of capitalists and wage workers in their relations to each other and of both in their relations to their fellows who with them make up the body politic.

Serious misunderstandings cannot occur where personal good will exists and opportunity for personal explanation is present.

And again in his annual message to Congress in 1905 he said:

Moreover, in addition to mere obedience to the law, each man, if he be really a good citizen, must show broad sympathy for his neighbor and genuine desire to look at any question arising between them from

the standpoint of that neighbor no less than from his own, and to this end it is essential that capitalist and wage worker should consult freely one with the other, should each strive to bring closer the day when both shall realize that they are properly partners and not enemies. * * * The vital lines of cleavage among our people do not correspond, and indeed run at right angles to the line of cleavage which divide occupation from occupation, which divide wage workers from capitalists * * *; for the vital line of cleavage is the line which divides the honest man who tries to do well by his neighbor from the dishonest man who does ill by his neighbor.

National Council—What It Is and What It Is Not

It is not an organization possessed of mandatory powers. It is an agency for promoting harmony, good will and coöperation.

It is not an organization for unionizing employes where unions do not exist. It is an agency for the peaceful settlement of industrial disputes.

It is not an organization for the establishment of a national wage. It is an agency for promoting the unification of the fundamentals of labor agreements.

It is not an organization seeking power in order to dominate. It is an agency for the promotion of the common welfare by the elimination of strife.

It is not an organization for the primary purpose of settling disputes. It is an agency for removing the cause of dispute.

It is not an organization for protecting the rights and immunities of labor unions; it is not an organization for protecting the rights and privileges of contractors. It is an organization which designs to do justice between employer and employe; to foster a spirit of good will, to build an industry whose right hand is direction and whose left hand is execution; where each hand knows the mind that directs the other and hence both are in perfect tune and accord.

Standard Accounting System

By V. G. FULLMAN

Official of Steel City Electric Company Offers Plan to Promote More Universal Use

The remarkably favorable effect that quicker turnover of accounts receivable has on net profit is not generally appreciated by manufacturers, jobbers, dealers or contractors. For instance if gross profit is 33%, overhead 30%, merchandise turnover 90 days, and accounts receivable turnover 90 days, then the net profit will be about 6%. If the accounts receivable turnover is cut down to 30 days by efficient credit management and quick collections, the net profit will be about 9%, or approximately 50% increase in the amount of the net profit.

We all know that there are entirely too many business concerns that are not making a sufficient net profit to enable them to pay their bill promptly. Pos-

sibly in the large majority of such cases this condition could be corrected if these concerns know, by means of efficient accounting, exactly why they were not making a sufficient net return on their investment.

Realizing the deplorable lack of proper accounting by electrical contractors, with its train of reckless competition, underbidding, inefficiency, "slow pays" and bankrupts, it became apparent that a uniform system of cost accounting would of necessity have to be planned and devised to correct this serious condition and to promote the best interests and progress of the electrical industry.

After great labor, numerous conferences and at heavy expense, a complete but simple system of accounting was evolved and placed on sale by the National Association of Electrical Contractors and Dealers, 15 West 37th St., New York City.

Various plans and considerable publicity have, however, so far failed to bring about a reasonable sale of this Standard Accounting System and naturally this has been a keen disappointment and discouraging to those who labored so long and unselfishly in perfecting the System.

Apparently the necessity for better accounting methods is not fully appreciated or the publicity has not reached the concerns or individuals that should be vitally interested for their own good.

This writer does not wish to comment upon or criticize the previous plans or publicity to promote the adoption of the Standard Accounting System, but rather to applaud any and all previous efforts by those that have this subject at heart. No particular plan will bring complete success and all should strive in their own way by personal work and suggestions to help the good work along.

Publicity Campaign

My plan provides for a campaign of publicity to be carried on by those that are in touch directly and most frequently with the concern or individuals that are "slow pay" and who apparently have serious need for the Standard Accounting System; namely, the Credit Managers of the electrical industry that are responsible for the extension of credit to "slow pay" customers and the final collections or losses on such "slow pay" customers.

All Credit Managers must realize their obligations to the electrical industry and coöperate religiously to improve

the conditions which make the adoption of the Standard Accounting System so urgently desirable. A strict adherence to the canons and ethics of their profession must be fostered and maintained.

And who, other than the Credit Managers, can approach the "slow pay" customer on this subject in such a forceful and unique way? The recommendation of the Credit Manager in such instances amounts almost to a command, and when the recommendation comes from the Credit Managers of all the creditors, it will have a cumulative and powerful effect on the making of a quick decision by the debtor because he knows that being the obstinate or recalcitrant may endanger his credit standing. And Credit Managers are fully justified in withdrawing credit courtesies to debtors that refuse to adopt the Standard Accounting System or an equally efficient system and that continue "slow pay". In fact, if they do not withdraw the extension of credit to such debtors, they are violating the ethics of their profession and working an injury that effects unfavorably, directly or indirectly, every concern in the electrical industry.

In order to promote this plan it is necessary that the Credit Managers be provided with suitable stickers for attaching to statements and collection letters. Attractive leaflets or folders properly illustrated should also be provided and Credit Managers should occasionally send a circular letter to all "slow pay" customers explaining the numerous advantages to them and to the industry derived by the adoption of efficient accounting and the prompt payment of accounts.

Trade Papers Should Help

The various trade papers, including

The Viewpoint, can be depended upon to cooperate in this publicity work.

The final object to reduce the number of "slow pay" customers should be nearer accomplishment with each succeeding month and the Credit Managers should become more insistent each succeeding month in urging or demanding their "slow pay" customers to adopt the Standard Accounting System at the risk of a curtailment or elimination of credit if they do not comply.

Complaint has been made that when the Standard Accounting System has been installed that it is not properly kept up by the contractor. This is purely neglect and lack of interest on the part of the contractor, and if he continues "slow pay" after installation of the System, he should be given short shrift by all Credit Managers. The System must not only be installed but used consistently and efficiently.

The National Association of Electrical Contractors and Dealers will furnish all Credit Managers, upon request, with the necessary supply of stickers. Every Credit Manager should consider it a special obligation to assist in this work and to cooperate with his fellow credit men. If only a comparatively few Credit Managers work according to this plan failure will surely result.

It is also suggested that when a contractor installs the System he should indicate this fact prominently on his purchase orders. A suitable rubber stamp should be included with the System for this purpose.

Insist Upon Proper Accounting

The contractors that have efficient accounting systems and that have suffered from irresponsible competition in the past should be urged to demand the cooperation of all salesmen that call upon

them in the establishment of uniform accounting and estimating methods or systems. In other words, it is not fair for a jobber or manufacturer to solicit or take orders from the slow pay contractors that figure jobs below a fair margin of profit, due to lack of proper accounting or estimating methods.

Credit Men should also use great care in extending credit to newly organized concerns to make sure they are properly equipped with capital, capable management, experience and other necessary requirements for the foundation of a successful enterprise. Such concerns should be convinced right at the start of the necessity of the Standard Accounting System before credit is extended.

Credit and sales departments are entirely responsible for the fact that so many electrical concerns are "slow pay" and it is strictly up to them to bring about better conditions. Let us all, therefore, with energy and enthusiasm, put out shoulders to the wheel and the succeeding months and years will witness continued popularity for the Standard Accounting System and greater prosperity for all registered in greater percentages of net profits.

"What a Trade Organization Can Do"

By F. A. MOTT

Chairman New York State Association, and
With Wheeler-Green Electric Co.,
Rochester, N. Y.

To discuss the subject of what a trade organization can do and what some are doing, after the wonderful presentation of this subject by Mr. Estey, would come as an anti-climax. Some people might say that this paper was visionary, but I do not hold that opinion, for



First sad visaged pose of Col. Stearnes, New Orleans, ever caught by a snap shooter.

Fred Newman, in the electric business at Albany, N. Y. He's an old timer.

They call him Eddie for short and Keefer is his last name, and he's a forty-niner, too.

Frank L. Barnes of Boston, another old timer, but neither does he look it.

Harry F. Spier of the Guarantee Electric Shop, Battle Creek, Michigan.

"Without a vision the people perish" and I therefore think the paper was extremely practical. However, these ideas must be put in concrete form to be carried out in this work-a-day world, and I therefore present the following considerations to you electragists:

The object of an organization is to better conditions both for individuals and the industry as a whole.

This is accomplished through the education of the individual in (a) intelligent management of his business; (b) fair practices regarding his neighbors.

To create such an organization we must have paid organizers; to hold such an organization together we must have activity.

The most important part of an organization is the section or local branch; here the work must be done.

We get out of an organization just what we put in it; hard work is required.

There must be education along the following lines, and committees should be appointed to investigate and report on them:

Appliances—Merits and character of different kinds.

Advertising—Methods and value of various forms, including general group or coöperative advertising.

Conference and Examination Board—To see that men are given fair examinations by their organizations and to keep in harmonious touch therewith.

Entertainment—To promote a reasonable amount of social activity.

Estimating—To promote intelligent estimating and less guessing.

Fair Prices—To ascertain overhead and fair prices for construction and appliances.

Fixtures—To investigate problems of fixture departments.

Labor—To adjust labor disputes and determine fair agreements.

Licenses—To investigate desirability and dangers of licensing.

Membership—To obtain old and hold new members.

State Executives—To fill the state offices.

State Legislation—To keep in close touch with it.

Trade Papers—To review current issues—a very important committee.

Underwriters—To keep in touch with rules and their interpretations.

Jobbers—To keep informed of wholesale conditions.

Auditing—To audit books of association.

Board of Governors—To organize the association activities.

Here are 17 committees and they ought to provide sufficient interesting material for a live meeting every week in the year.

For the dissemination of information in different districts and to promote enthusiasm, a field man should be employed for approximately every 500 members or every 50 districts; and to coördinate the work and compile data, the field man should report to a central or national office.

No efficiency can be attained by each state running its business in its own way without regard for the other states, and all states should have the benefit of information from every other state.

Moreover, one-quarter of the membership in New York State; one-quarter in New England state; one-quarter in the Pennsylvania section; one-quarter in the remainder of the United States.

One field man for every state would require 48 men, whereas six or seven men can cover the whole United States if working from a central office.

Is Contractor Parasite on Lighting Fixture Industry?

BY H. F. LEONARD

Mooted Question Answered by Member of Organization of Lightolier Company, New York City

No doubt such a question as this may have arisen in the minds of many contractors. You yourself may have wondered whether you were wholly in the right in accepting the percentage given by the lighting fixture dealer, and in so doing were you or were you not a parasite on this industry? In fact this question has been up for discussion by contractors and dealers at many different times.

At first glance it might seem that, to a great extent, this percentage is merely a rather necessary evil that the fixture dealer or manufacturer has to put up with in order to remain good friends with the contractor. However, the honest fixture dealer does not feel this way. He does feel, though, that there are rules of business that the contractor, in his capacity of intermediary between the ultimate consumer and the manufacturer, should carry out.

To begin with, the fixture dealer hon-

estly believes that the contractor should specify one and only one house when dealing with his client. Judging the job at hand the contractor can do this with utmost faith in himself, provided he sells the fixture dealer's line to his client thoroughly. The contractor need not feel that his client will wander into other fields where he would not be protected if he has the utmost confidence in the house he is dealing with and will sell this dealer's line of fixtures, his service, his soundness of manufacture, and the quality of taste, design and finish used on the fixtures.

Surely this is not too much to ask of this contractor. Each business must stand on its own feet and if the contractor is to receive the usual commission he should do something to earn it. Consider this matter a moment. The contractor is taking no chance at all in doing this, he does not even have to guarantee the fixtures. This of course is done by the dealer or manufacturer. He is not asked to invest any money, but is asked under these circumstances to express a decided opinion, and his client we are sure expects that he be willing to express his reasons for desiring to deal with one certain fixture house.

The next important thing is the dealing of the contractor with the dealer himself. The fixture dealer should of course know the ultimate consumer's name and address and the general specifications of the building into which the fixtures are to go. Nothing else is asked by the fixture dealer if he be aggressive in nature and not parasitic himself.

The main point with the contractor of course is that he get his percentage, and he takes the line of least resistance by writing a number of fixture dealers in order to protect himself, tells his customers they are all good, and throws up his hands with a grin. "Let them fight it out," is his reasoning. Of course from the fixture dealer's standpoint if he has to have this competition, why should he give any percentage to the contractor who has been of little or no assistance to him, except of course furnishing a lead that is originally furnished the live wire dealer by any of the ordinary commercial services?

All of this of course is not true of all contractors, but it does seem to be a great and rather going evil in the field at present. Therefore, we believe each contractor should take this matter to heart and remember: "By our deeds are we known."

Selling Merchandise via the Modern Electrical Home

By J. HOYT CUMMINGS

How Cleveland Electrical Tradesmen Pooled Their Money to Put Over the Idea of More and Better Home Electrical Equipment to More Than 30,000 People

What does it mean to electrical men of any city to have more than 30,000 people clamor to see their wares displayed in just the proper places—appliances for the home of every sort, correct illumination, the right kind of fixtures and the latest type of wiring installation?

What does it mean by and large as a real dollars and cents proposition?

The latter question is perhaps the most common thing on the lips of all who come into contact with anyone who has had anything to do with the first home electrical at Cleveland, Ohio, where the project was so successful that two more are being planned for display in the fall.

The first Cleveland electrical home was a decided success from almost every standpoint. It not only drew an unforeseen attendance, but began almost immediately to make its effect felt in definite results. For instance, the first week of its display had hardly elapsed when a contractor was approached by one of the visitors with an order to duplicate the home he was then building with the entire electrical equipment of the model structure—including every single appliance, fixture and wiring specification.

"We began to feel the effects of the home almost as soon as it opened," declared R. D. Paxson, president of the Lighting Fixture Dealers Club of Cleveland. "The fixture dealers immediately began to get requests for the same lighting effects as were obtained in the model home."

"For years we have attempted to educate the public in buying fixtures to harmonize with the rooms of the home and to illuminate according to the taste of the owner and the effects desired in each room. Never, however, has this message been put across with so much effectiveness as in the first Cleveland modern electrical home."

The writer spent several hours each day at the home, listening to the comments of visitors of all types. There were young couples, prospective home builders, older people looking for means of cutting down labor in the

home, all kinds and varieties of men and women who just wanted to be modern in their home equipment.

These comments, had they been taken down in shorthand, would shake the most languid tradesmen into excited interest. Wives pointing out to husbands the immediate need of this or that appliance in their homes, men suggesting that the wives' burdens might be lightened by an addition or two to their electrical furnishings, home builders discussing the convenience outlet features were most common.

The psychological effect of displaying each appliance and fixture just where it belongs in a real home and of showing the real value of a good job of wiring with the proper number of convenience outlets in the home cannot be overestimated. It's a concrete example of the old idea that seeing is believing.

Just how much real business to the electrical men of Cleveland will result from the first electrical home cannot, of course, be estimated. No more than can the merchant who splurges with a two-page ad in his daily papers. The ad is bound to be seen, read and talked about.

Not everybody has the immediate cash on hand to satisfy the desire that has been created by such a project as a modern electrical home or such expenditures as a two page ad. But the desire and the memory remains and soon enough will be satisfied with actual purchase. This sort of business is even more tangible than the old well known "missionary" sort.

J. E. North, or just "Jack," as he is better known among Cleveland electrical men, is the man behind the wheel in the Cleveland Electrical Development Campaign. Working with him in the modern electrical home campaign was a typical live-wire committee of electrical men, headed by "Bill" Marshall, prominent in the local electrical affairs.

Listen to what North has to recommend to those who are considering construction of such a home:

"The first thing we learned," he de-

clared, "was that the home must be built with the fact in mind that many people will pass through it at given times. It must be so constructed that large number of people will not injure its structure and so that crowds can be easily handled without inconvenience."

"For instance, in the first floor, particularly, the arrangement of rooms, hallways and stairways should be such that people may pass completely through without having to trespass the same space twice."

"By all means, secure competent attendance to conduct every visitor through the home. After the trial of a number of methods in the first Cleveland home we found that the best method of explaining all the features to everyone was to put a group of from five to fifteen people in charge of one attendant, who would conduct them entirely through the home."

"We found it necessary to employ six of these attendants. At the peak hours of the day—between seven and nine o'clock p. m.—all six were very often conducting as many groups through the structure at the same time."

"Each group started in the living room, then was led through the various rooms on the first floor and downstairs to the basement. They were then taken to the second and third floors, then through and then brought down and dismissed at the front door. Each visitor was handed a booklet containing the floor wiring plans and descriptions of the electrical equipment upon leaving the home."

"Another important point about having a sufficient number of attendants is that it is not always necessary to conduct visitors through the home by groups. At the low ebb hours of attendance, it will be found that the best way to handle the situation is to station the attendants at various points throughout the home, each qualified to explain his or her particular territory satisfactorily."

"We had some 20,000 of the booklets printed at a cost of about ten cents each. The full electrical plan of every room was treated on a separate page."

There actually was a demand for these booklets and I believe their value cannot be overestimated. They were so arranged that they will be of use to the home builder for years to come.

"In the selection of attendants, I believe experienced electrical demonstrators are best adapted to the sort of work required. The average electrical salesman is not sufficiently equipped to cope with all of the requirements. These should be placed on a salary with definite working hours and under the direction of a competent person. The latter should be at the home at all times and should be able to school the attendants. Great care should be taken to impress upon these attendants that in explaining a washer, for instance, no one type of washer is to be discussed.

"There is no necessity for actual demonstration work, though it is advisable to show how such appliances as the dish washer, the washing machine and the range operates.

"In the first Cleveland modern electrical home we had 125 cutouts. Thirty-five of these were strictly convenience outlets and this fact was stressed by all the attendants. It was gratifying to find that this point was especially well remembered by all visitors and referred to very often in many of their queries."

Resumption Week

From the Pennsylvania Manufacturers' Association

When, during the Reconstruction period following the Civil War, the importance of the Resumption of Specie Payments became acute, Salmon P. Chase, Lincoln's Secretary of the Treasury, in a letter to Horace Greeley said: "The way to resumption is to resume." A date was set, and Resumption was accomplished, under Secretary of the Treasury, John Sherman, without a financial ripple.

At present we want a Resumption of Business, and again it may be said that the way to resumption is to resume. But how?

If there has been, and is still, a buyers' strike, then we have only to call the strike off to start buying, employment and production again. It cannot, however, be accomplished by one person, nor a group, nor in a particular locality. It must be a spontaneous and universal movement, inaugurated and participated in by all the people from

Ocean to Ocean and from Lakes to Gulf.

First, we must decide on a Resumption Week, for the movement should extend over several days. Why, then, not the first full week of September, beginning with Labor Day—a most fitting day and week. Nearly all will have returned from their vacations, though we can buy wherever we happen to be.

We are a Nation of more than 100,000,000 people; 65,000,000 of us are adults; 10,000,000 more are old enough to buy; 75,000,000 buyers all spending all they can afford to during the week beginning September 5. Some can spend thousands, others hundreds, others dollars. We cannot only spend but we can order, which amounts to the same thing.

We can buy or order clothes for ourselves and the children. We can buy or order all kinds of household goods—furniture, utensils and food. Stock up with anything and everything needful. Let every person buy or order, let every merchant buy or order, let every manufacturer buy or order, let every institution buy or order, let every hotel and club buy or order, let every railroad buy or order, let every individual, company, concern and corporation buy and order, order and buy, all they can afford to, during the week of September 5. It would mean purchases and orders to the extent of \$1,500,000,000 if we only averaged \$20 apiece—\$3,000,000,000 if we averaged \$40 each—\$7,500,000,000 if we average \$100. As scores of orders could be in the millions, hundreds in the thousands and thousands and hundreds of thousands in lesser amounts, the average should exceed \$100, and purchases and orders to the amount of \$5,000,000,000 to \$10,000,000,000 would give such confidence, such encouragement, such an impetus, such a substantial gain to business that by October every wheel would be running and every worthy worker employed.

All a dream? Very well, call it a dream, but we can make the dream come true. How? Not by having the other fellow do the talking and the buying and the ordering. We must all take the Resumption pledge.

Let us begin at the Seat of Government. Let the President and his household and his cabinet and their households pledge that they will spend or order all they can during Resumption week. Let the Members of the United States Senate and the Members of the

House of Representatives take the same pledge. Let the Governors of all the States and the Mayors of all our cities and the Councils and Chambers of Commerce and Board of Trade take the Resumption pledge. Let Dr. Conwell ask his congregation, by a standing vote, to take the pledge. Let every pastor, priest and rabbi do the same throughout the country. Let every lodge of Masons and Odd Fellows and Elks and Moose and all other fraternities do the same. Let the employes in every factory and store and bank and office do the same. Let every American Legion Chapter and Commandery do the same. Let every group of people in the Country take the pledge.

Let us have a grand, sweeping, national, patriotic movement of a people pledging itself to make Resumption week a fact and a success. Let us clinch the pledge by wearing some insignia, such as a bit of blue ribbon or a distinctive button. And then when we have fulfilled the pledge a different ribbon or button, say, of red, white and blue. It means no hardship nor sacrifice, for we pledge ourselves only to buy or order what we need or can afford. But it is the concentrated effort that would count.

The completed movement and accomplished action would not only mean immediate results, of substantial magnitude, but it would mean appreciation of values to an inestimable degree. It would add many billions to our wealth. It would cement our people in a closer bond of national unity, and if when we ended the buyers' strike we could at the same time end or suspend every other strike, what a boon it would be!

Let there be only one banner carried in the Labor Day parades, besides the American flag; and let that banner read:

This is Resumption Week.

Buy and Order.

Let All Strikes Cease.

And then let there be only one more thought, That any one who tried to profiteer during that week should be scorned and ignored and all trade given to the honest seller.

A dream? Yes, a glorious dream, a practical dream, a dream that materialized would mean employment and prosperity throughout the land.

Will the Fourth Estate endorse it and push it along?

Ask National Headquarters about the New Business Record.



• CONTRACTING •

A Department Devoted to the Study and Discussion of the Practical Problems of Electrical Contracting

ALLAN COGGESHALL

Associate Editors

HENRY F. RICHARDSON



(Installation of Motors and Controllers—Continued)

Motor driven apparatus is often installed at some distance from a column or wall. In such a case it is desirable to locate the starter or controller on or near the machine. This not only saves conduit and wire but allows the operator to observe the motor while starting.

If the controller is too large to install on the apparatus driven by the motor, or if this is not desirable for other reasons, a frame of angle irons or pipe may be built and mounted on the floor near the motor. The sizes of controllers may be obtained from the contractor furnishing them and the frames may be constructed in the shop. Main line switches may be mounted across the frame just below the controller. This makes a very neat and workmanlike installation.

In any motor installation it is very desirable to obtain data on location and type of terminal blocks from those furnishing the motors. Some manufacturers bring the leads out on one side, some on the other, and some at the top. Some furnish exposed terminal slate blocks and some furnish junction boxes ready to attach conduit to, the connections being merely taped up inside the box. Information on this point is usually obtainable and allows the contractor to proceed with some assurance that he will not have to make changes later. If for any reason it is desired that terminals be located in any particular point on the motor, the manufacturers will usually bring out the leads as requested.

It very often happens that in laying out the electric drawings an architect or engineer will obtain a motor size from a manufacturer who he thinks is likely to receive the order for apparatus. If the apparatus is ultimately furnished by another manufacturer the horse power of the motor is usually different, sometimes very materially. Also the size of the apparatus may be changed without anybody thinking to notify the elec-

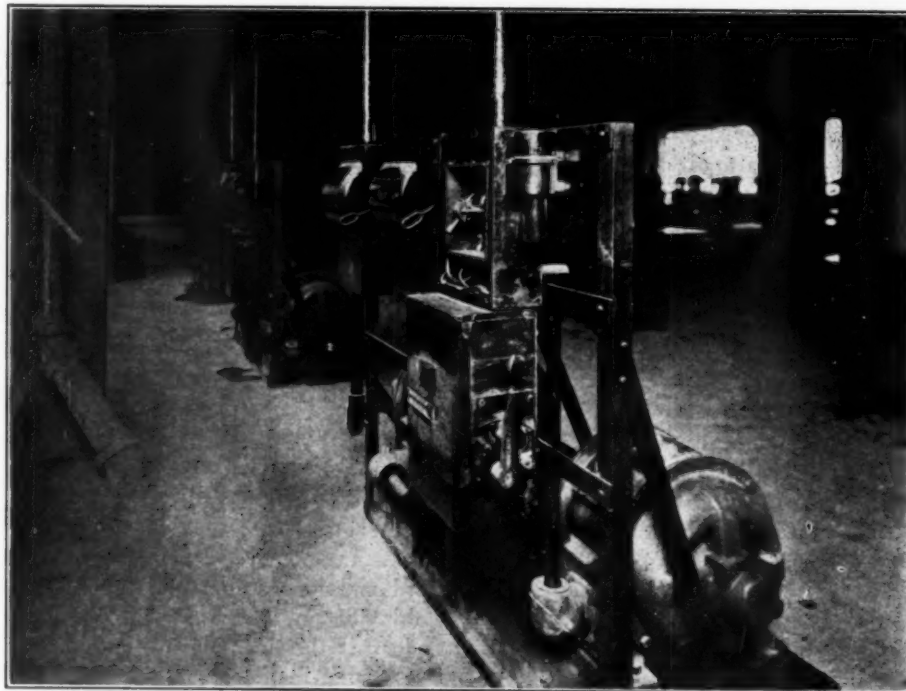
trical contractor. In some types of apparatus one manufacturer may use one large motor and another may use several smaller motors.

For three reasons alone the electrical contractor should find out as soon as possible the names of the manufacturers of the various apparatus and find out from them just what they are furnishing. An architect in writing a specification for a machine, such as a pneumatic tube blower, for instance, will get the wording of the specification from a manufacturer of such a device. Where this is done it is very possible to find that a 240 volt direct current motor is specified for a 120 volt A. C. service. Such errors and others will be caught by getting in touch with the manufacturer before things get too far along.

Elevator motors particularly should be checked up, as the horse power and starting currents of the various manufacturers vary considerably. Also an architect often decides to use a different type of elevator than originally planned

without realizing that such a change would affect the electrical contractor. Another item in connection with elevators that should be checked up is whether one or more cars are designed to be used as "safe lifts" or for other temporary overloads. Such cars have considerably higher starting and running currents when so used and feeders must be proportioned and fused accordingly.

Elevator feeders, particularly to overhead motors, are often of considerable length, and engineers often figure such feeders for a certain drop in voltage. As a matter of fact, with most types of elevators the drop in voltage in a feeder up to say 1000 feet in length, and figured on the basis of carrying capacity, will not appreciably affect the operation of the elevator. Where a size larger than carrying capacity is specified, therefore, it may be worth while on a long feeder to obtain the engineer's consent to a reduction in size by making a partial credit. Varnished cambric cables may often be used to advantage in such feed-



Starting Devices Mounted on Angle Iron Frames at Motors

ers, taking advantages of the smaller size for a given carrying capacity.

Some elevator manufacturers furnish main line switches or fuses, or both, on their standard control panels. Where these are so furnished there is of course no necessity for the electrical contractor to furnish switches or fuses in these lines.

In general it is a very good plan to ask manufacturers of motor driven apparatus for starting currents, as well as horse power of motors, as some special machines often take abnormal starting currents which must be taken into account.

The exact location of motors should of course be obtained before conduits are finally terminated. This is often difficult, but where apparatus is to be installed as by the manufacturer, as it often is in the case of refrigerator or laundry machinery, the manufacturer usually prepares a detailed drawing showing dimensioned locations of all apparatus. The American Laundry Machinery Co., for instance, furnish a drawing showing not only the location of all motors but the termination of all conduits, size of conduits and number of wires in each, etc.

Wherever remote control is used, as it often is, for instance, in laundry machinery, the size and number of wires for such control must be obtained from those furnishing the apparatus.

In the case of laundry machinery the apparatus furnished by the different manufacturers for the same work require considerably different wiring. The engineer may lay out the work with the idea that one manufacturer is to get the contract, but if another should be successful, the size and number of wires and the size of conduits will probably be entirely different. While, strictly speaking, the electrical contractor may not be responsible for the correctness of a layout which is furnished him by an architect or engineer, he is usually held more or less personally responsible in case the conduit and wiring as installed is not suited to the apparatus, and in case of error his good will, at least in that particular office, suffers. The small amount of time spent in keeping in touch with those furnishing electrical apparatus is more than paid for in good will and in the general progress of the work.

Miscellaneous Small Motors

The contractor is often called on to provide for various small motor driven

apparatus, such as electric fans, adding machines, dictaphones, addressographs, etc. A little time may be very well spent in studying the requirements for this small apparatus.

Electric fans should be so installed that they may be readily taken down and stored for the winter. Fans are thereby kept in better condition and may be overhauled at convenient times so as to be ready for use when required.

Fans stood on wooden wall brackets may be easily taken down but the brackets are unsightly, particularly after the fan has been removed. Most fans are bracket type and may therefore be screwed direct to wall or may be screwed to a wood or metal back board. Wood is often used, but does not look well, and after the fan has been taken down a few times the screws do not hold.

Metal plates are somewhat more expensive but may be thinner and are usually better in appearance than wood, and screw holes may be drilled and tapped. Such plates may be simply screwed to the surface of the wall with an ordinary plug receptacle in the wall just above or below the plate. Plates may be painted in with the wall and are hardly noticeable.

Insertion Receptacle

However, an even neater arrangement is to combine the fan plate and the insertion receptacle. The Frank Adam Co. make an insertion receptacle with a larger plate arranged to hang a fan to. The Russell & Stol Company make a special fan plate with a small slip cover in the center which covers the receptacle. These plates may be installed flush with the plaster if desired and when so installed and painted in with the wall they are practically invisible after the fans have been taken down and the receptacle cover put in place.

It is certainly to the interest of the job for a contractor to take up this question with the architect or engineer. It is also directly to the advantage of the contractor as there is additional work involved and the contractor may also obtain the order for the fans as it is desirable that the plates be drilled and tapped in advance for the proper fans.

In office buildings the use of small motor driven apparatus is very rapidly increasing. These devices are usually connected to the lighting circuits "and may be connected to any light socket." While no trouble may follow connecting one $\frac{1}{4}$ horse power motor to "any

light socket" with the number of such machines in use in any large office the ordinary lighting circuits are totally inadequate. In the Equitable Building in New York City, for instance, it was found that a very considerable part of the load on the lighting feeders was made up of small motor operated machines. Many of these machines require $\frac{1}{6}$ and $\frac{1}{4}$ h. p. motors.

For this reason circuits to base receptacles in an office building should not have the maximum number of receptacles connected on the basis of 40 watts each but should be designed to provide for modern office equipment. Conduits should be of ample size to allow additional circuits to be drawn in.

Find Location First

In very large offices it is often the custom to group a number of machines at one location. For instances, there may be twenty or more addressograph machines or graphotype machines in one department. The location of groups of machines should be obtained in advance if possible and special provision made. However, this is often not possible and it may be necessary to take care of this situation after the building is practically completed. If conduits of sufficient size have been provided to adjacent base receptacles it may be possible to pull out branch circuit wires and pull in larger wires to be used as a sub-feeder. A panel board may then be installed adjacent to the machines with the necessary number of branch switches and with conduits installed exposed to the machines.

Where a group of machines are located close together and away from a wall or column there is no need of installing a separate floor outlet for each. A conduit may be installed along the line of machines say about one foot above the floor supported by several vertical conduit legs with flanges at floor. An insertion receptacle may be installed in a conduit in the horizontal conduit at the location of each machine and a feed or feeds may be taken in as convenient. This arrangement is not only less expensive than installing a floor outlet for each machine but has the advantage that the exact location of all machines is not required in advance. Also in the event that the machines are relocated, as they are very likely to be from time to time, the electrical changes are much simplified.

(To be continued.)

Handling the House Wiring Job

BY N. E. L. A. WIRING COMMITTEE

Facts Presented for Practical Use of Electrical Contractors
That Aim to Reduce Expense and Increase Efficiency

The contractor, realizing that there are many things affecting his organization which tend to increase or decrease his cost of labor and material on the job and also costs affecting his overhead, is continually on the alert to acquire or devise means or systems whereby nonproductive costs can be kept down and waste eliminated.

With this in view the intention of this article is to hit upon some of the more important things to be considered and to present methods which can be employed in handling a contracting business in a businesslike way.

Standardization of material for the job is a very important factor. Nothing is more disconcerting to the wireman than to find new types of materials on the job, especially material requiring special tools with which he is not provided. This reflects itself on the cost in a nonproductive labor charge. All experiments with materials should be confined to some special wireman whose tools, equipment, and disposition will give such experiments a fair test.

When the job is completed the wiremen should have a convenient form for listing material returned for credit. The stock room then knows if all material left over has been received and the job properly credited.

It is also essential that a complete bill of material be sent to the job by the foreman before men are assigned in order to eliminating delay and loss of time in executing the work. It is very easy to overlook small or miscellaneous items on the first material order and in so doing the men on the job are immediately handicapped. Items missing, such as pipe straps, fish wire, ceiling boxes, bushings, etc., are an annoyance to conscientious men and hold up the work.

The accompanying form comprises standard list of wiring material and tools needed and is intended for use as a reminder and working sheet for listing and pricing material needed for the wiring job. Space should be provided in the form for the name, address, job number, date etc., also for filling in of quantities and cost of various items.

The matter of providing proper and necessary tools should not be over-

looked and it is to the contractor's interest to see that the wiremen have the complement of tools which they themselves furnish.

Labor saving devices often pay for themselves on the first job used and make for contented workmen. Wiremen on house wiring jobs should be provided with plaster cutters for outlets. This is a simple device and can be made up from one-half inch deep four inch ceiling box. This can be made up in the shop by cutting the edge of the outlet box into sharp points or teeth and by bolting a bar at the back of the box for a handle. After the outlet is cut the plaster remains in the box instead of being scattered over the room as would be the case where the outlet is cut with a knife or chisel. Proper ladders and clean drop cloths are essential and are appreciated by the customer. House wiring cannot be installed without proper wireman's tools.

The contractor is also vitally interested in keeping costs on his work. If he could know how his jobs stand from day to day in labor and material ex-

penditures he would be working at great advantage. At first thought it may seem impossible to devise a convenient scheme for tabulating daily costs, that is, to know the cost of every job at 8 a. m., up to the close of the previous day. The practice, however, has been put in use and if correctly used by the contractor will point out to him instantaneously those jobs which, for some reason or other, are running over the cost as originally estimated.

Forms also should be used for entering costs. A daily cost report form for entering labor and material costs from day to day, as expended, should be used, with provision for estimated amounts of material from stock and material purchased direct from vendors. The reverse side can be used for entering daily labor, the cost of which is transferred to the labor column with the material. As the bills are passed and stock material charged the actual amounts are entered in the respective places along the side of the estimated cost. Spaces should be provided for various items entering into the contract

1/2" Conduit	Amp. Plug Fuses	3-16x1/2" Stove Blt.
1/2" Greenfield	Amp. Link Fuses	3-16x1" Stove Bl't.
14-2 Wire Box	3/4" Fixture Stud	Toggle Bolts
14-3 Wire Box	3/4" Outlet Clamp	1/4x1 3/4" Exp. Blts.
4" Ceil. Plate	3/4" Box Hangers	1/4x2 1/2" Exp. Blts.
4" Ceil. Box	Switch Boxes	Nails
3" Junc. Box	Spacers	Brads
4" Junc. Box	SP. FL. Switches	Gasoline
4" Square Box	DP. FL. Switches	Lard Oil
4" Blank Cover	3 Way FL. Switches	Can
3" Blank Cover	4 Way FL. Switches	Saw Blades
4" Spider Cover	FL. Recep. Single	No. Ft. Step Ladder
3" Spider Cover	FL. Recep. Duplex	No. Ft. Ext. Ladder
4" Drop Cord Cover	Single Sw. Pl.	Vice
3" Drop Cord Cover	Double Sw. Pl.	Stock
Type F Fittings	1/4" Key Socket	Dies
Type L Fittings	3/8" Key Socket	Drop Cloths
Type R Fittings	1/2" Chain Socket	
1/2" Locknuts	3/4" Chain Socket	
1/4" Star Bush	Wall Key Socket	
3/8" Box Con.	Wall Chain Socket	
1/2" Box Con.	Rubber Bushings	
Dup. Box Con.	Drop Cord Canopies	
90° Box Con.	Flexible Cord	
45° Box Con.	Shade Holders	
1/2" Couplings	Lamp Guards	
1/2" Pipe Straps	Ball Adj.	
Min. Clips	No. 12 Iron Wire	
30 Amp. ST. FE. SW.	No. 14 RC Wire	
60 Amp. ST. FE. SW.	Ground Clamps	
Plug Cutouts	Trap Door	
2 Wire Single	Circular Loom	
2 Wire Double	Friction Tape	
3 to 2 Wire Double	Rubber Tape	
8x12x3 1/2" Cab.	Solder	
10x18x4" Cab.	Soldering Acid	
	Candles	
	Porc. Bushings	
	1x5" FHB Screws	
	1x8" FHB Screws	
	1 1/2x8" FHB Screws	
	2x8" FHB Screws	

price to facilitate analysis of the job upon completion.

A time card is made out each day by the wireman giving name and address of job or jobs worked on that day, also job number, hours and expense. Labor costs are posted to the various job numbers as shown by the distribution in the time cards and the total hours and expense as shown for the period is used in computing the wireman's pay check.

A foreman's report is kept daily by the foreman and shows comparison of labor and material costs from day to day and at completion of work as compared with the original salesman's and foreman's labor and material estimates. This may be explained in detail as follows: From the contract may be entered the job number, name and address, number of men and number of days estimated for work, the salesman's contract price and the profit figured, also the foreman's estimate cost of labor and material and profit. During progress of work actual labor and material costs are filled in and with estimated additional amounts by the foreman a daily labor and material balance and a final balance is derived. Space is also provided for entering the start and finish of the job and the time of call by the foreman.

The supervising foreman in touch with all jobs makes an estimate as the work progresses on each job, of the amount of labor and material required to complete the same. If on any day he is unable to visit the job he makes his estimate from the previous inspection or by telephoning the job or receiving report from the job foreman. In this way the office receives a report on every job each day to enable a computation of the costs at 8 o'clock each morning.

Much can be said regarding the proper selection of men to make up the personnel of an organization. The success of any organization depends to a great extent upon the type of men selected to operate it. The contractor should not only use care in the selection of salesmen for his house wiring department but should also make it a point to secure and train wiremen who are adapted to the work and who are agreeable and suitable to work in homes. It must be taken into consideration that the men are working continually under the eyes of the customer and recommendation for good work depends largely upon the quality of men who execute it.

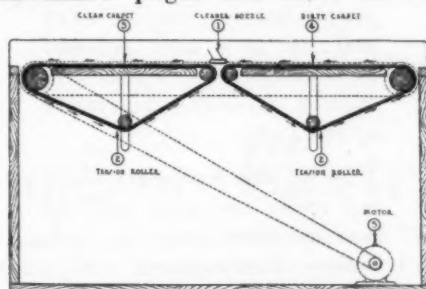
Demonstrate It Automatically

Easily Constructed Apparatus Seems Great Mystery to Window Gazers

At last we have it—a real labor-saver for the salesman.

We save labor for the housewife by the wholesale. We preach strict economy of elbow grease in the home. We weep over the wasted energy, the frazzled nerves and hollow eyes attendant upon old fashioned methods of sweeping and washing and ironing—and then we tell the salesman to go to it a little harder than before. Mighty little sympathy has been wasted on him!

But someone with a heart saw the salesman's plight and came to the



Here's How to Rig up the Belts of Carpet Which Speedily Collect a Crowd to See the Cleaner

rescue. Here, at length, is a practical way to take the grief out of demonstrating, so far as electric cleaners are concerned at least. And being a contrivance that "goes by itself," it attracts enough attention and arouses enough curiosity on its own account to have considerable advertising value even apart from the fact that it works such an economy in energy and sales time. It consists merely of a few rollers and a couple of belts of carpet, but what it does to the folk on the sidewalk is a caution.

To do the trick as it has been done by the Snyder Electric Company of Detroit, take a box seven or eight feet long, about eighteen inches wide, and perhaps two feet deep. Two carpet belts of equal size, kept taut in this box by tension rolls, are run at equal speed in the same direction by a motor belted as shown in the diagram. To one of the carpets are glued various bits of dirt, lint, and litter. The other is kept immaculately clean. The nozzle of an electric cleaner exactly covers the point where the two belts meet.

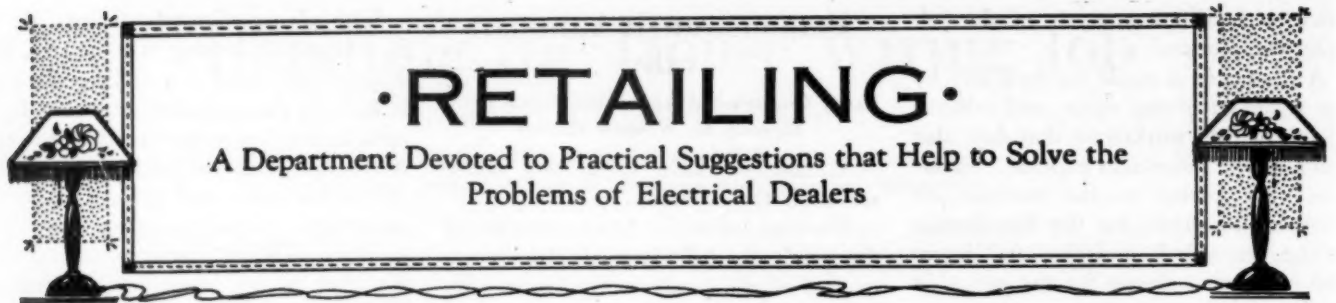
And there you are. The dirty carpet rolls steadily up to the cleaner and passes under its suction; the clean carpet rolls blithely behind. Simple—but how effective!

With plenty of cards giving full information concerning the cleaner, this display gets across a telling message. It has all the qualities desirable for a sales-making window—motion interest, instruction, and emphasis upon the article for sale—and it has the further advantage of being something of a mystery. When cleverly constructed, the trick is not immediately apparent. People wonder how it works. Entire strangers argue about it in front of the window. There is the strip of carpet moving along steadily, dirty as can be until it reaches the cleaner, and on the latter half of its trip it is beautifully clean. How do they do it? And as the argument goes on, people are all the while unconsciously absorbing the story of the Royal cleaner.

It's a good idea, of course, to pay careful attention to such small details as having pattern of the two pieces of carpet match. It would hardly be good advertising for the cleaner appear to change the entire design as the rug passed the nozzle—that would be a little too much of a miracle! And the strip of carpet should be exactly the width of the cleaner nozzle—you wouldn't want the machine to work any such wonders as to clean more than the nozzle width in one stroke. Use good materials in constructing the apparatus, too; don't do a half-way job. And be sure that it operates without a hitch before putting it on view.



This Workless Way of Demonstrating the Electric Cleaner, as Shown in the Window of the Schneider Electric Company, Detroit



• RETAILING •

A Department Devoted to Practical Suggestions that Help to Solve the Problems of Electrical Dealers

Arrangement of Store Counters

BY O. C. SMALL

Publicity Department of The Society For Electrical Development
Makes Many Valuable Suggestions For Use of Contractor-Dealers

Everything that enters into the arrangement of a store is important as a unit of a layout which should be made as attractive as possible. This is just as true of the counter as it is of anything else entering into the composition of a store and, judging by the wide difference of ideas that merchants have of the number, size, form and use of counters, a word on this subject should be of interest.

It frequently happens that a merchant, owing to financial or other reasons, has to make use of the things he has on hand, so that even in some modern electrical stores we find many old wooden counters still in use. They are not always sightly but have a particular value because they serve the purpose of a store room for broken packages and for that reason a great many merchants will not discard them. It is well, however, to make them as attractive as possible and we suggest having the top covered with green baize or other suitable material upon which a plate glass top can be fitted.

Another useful addition to a wooden counter is a skeleton frame attached to the side nearest the public, running the whole length of the counter, in which small booklets and pamphlets dealing with the appliances sold by the merchant can be placed for the convenience of customers who can help themselves.

The Glass Counters

There is an air of luxury about a glass counter which enhances the appearance of the store and there is no question of its value for the display of beautifully finished articles such as table and other electrical appliances.

Where a merchant has both glass and wooden counters it is well to place the glass counters in one of two positions.

1. So that the first thing people looking into the store will see is a well polished glass counter which will give them a favorable impression of the store.

2. So that customers looking round the store will be met at every turn by rich looking glass counters.

Although glass counters are expensive, they are undoubtedly well worth their cost because of their highly decorative value and because the appliances placed inside them on swinging shelves can be so easily seen by customers and reached by the salesman through the sliding doors.

In a number of the most modern stores we find that the proprietors are practically eliminating counters out on the floor because of their desire to have as much open floor space as possible,

realizing the merchandising value of creating in customers' minds an idea of comfort and luxury which is induced by strolling round a roomy, well appointed store.

One of the most up-to-date and beautiful electrical stores in the country has only twelve feet of counter in the whole establishment.

Counter Accessories

In order to be able to display goods—the purpose for which a counter was primarily introduced—the above mentioned store and others have secondary counters along the wall, sandwiched in behind glass show cases and shelves in which are stored the smaller appliances and fittings.

Appliances may be taken out of the shelves and show cases and rested on these counters for inspection by the customer. They should be about three feet in height and of sufficient width to permit of the placing there, in safety,



The Homey Appearing Interior of the Grayland Electric Company, 4063 Milwaukee Avenue, Chicago, Illinois

of such articles as table lamps with wide shades.

It is well to arrange to have testing plugs in handy places so that appliances and lamps can be tested and demonstrated for the benefit of customers. It is sometimes advisable to arrange to have one or more lamp sockets on a glass counter to permit of the testing of lamps.

There is no excuse for having a lot of appliances and other electrical devices on a counter. The counter should be kept clear and used merely for demonstrating purposes when showing a customer an article. All appliances, etc., should be kept inside bins or on shelves inside the counter.

On the shelves inside the counters themselves, only a few samples of appliances should be displayed, so that they can be seen from all angles, and cards attached to them should give

prices and cost of operation. When devices with which customers are not familiar are displayed, a card should be attached telling what the appliance is.

The arrangement of the counters depends upon the general dimensions of the store but it will be found advisable, wherever possible, to have the counters run longitudinally with the store, that is, at right angles to the entrance and parallel to the side walls.

The reason for this can readily be seen. It will facilitate customers walking through the store, whereas cross counters are likely to impede their progress and by stopping them from making a tour of inspection, cause the loss of a number of valuable sales.

Merchandising Value

The electrical merchant can set an example which should result in a great

deal of profitable business, if he does contracting as well as merchandising. He should arrange to light the counters inside in such a way that the appliances will be displayed to the very best possible advantage. This will show other merchants, who may come into the store, the possibilities of illuminated counters and their value from a merchandising point of view and they will naturally follow the suggestion which should result in wiring business for the man in whose store they first receive the suggestion.

Look around you and see how the suggestions in this article can be used to improve the appearance of your store in other directions and we feel sure you will be struck by the value of an investigation of this kind as an aid to the general improvement of your store merchandising possibilities, and a solution to your problems.

How to Make Your Store Electrical Headquarters

Get Everybody in the Community Interested Through the Women's Clubs Tied in With Newspaper Publicity

Anxious to build up your name and fame as the leading electrical dealer in town? Then here's a thought to "get hep" to.

The ins and outs of household electrical appliances are as yet something of a mystery to the average housewife, and she is eager for information about them. A great deal of education work along this line is being accomplished through newspaper and magazine articles, and through demonstrations, but there's a mighty lot more to be done. And it happens that the best method of approaching this matter, namely through talks to women's clubs, is also an exceptional opportunity for the merchant to sell himself to the community.

It may look like a large order to the average dealer, to ask him to stand up before a sizable group of women folk and expatiate on the subject of electrical housekeeping, but there's no reason why it should cause him to turn pale, if he has any faculty for public speaking, or has someone in his staff who can do it.

There must be no shrinking violet antics about it. Opportunities to appear before such groups should be eagerly watched for and acted upon, so that in the course of time club women, when in need of a speaker on such a topic, will naturally think first of Mr.

Get-There, who knows so much about electrical appliances and is so obliging when it comes to imparting his knowledge.

Many women's clubs are beginning

to include the subject of electrical household appliances in their regular study programs. It might be a good thing to suggest this to organizations in your town. And then again, special



Club Women Make a Real Study of Electrical Appliances Once They Become Interested in the Subject. After the Lecture They Crowd Around and Ask Questions About Every Detail

occasions come up when the clubs are glad to have talks on such a topic. Of course it is absolutely essential that the subject be treated from a broad, non-commercial point of view.

Miss Clara H. Zillessen of the Philadelphia Electric Company, recently gave such a lecture before the Home Economics Section of the Cleveland Federation of Women's Clubs. Miss Zillessen reviewed the whole matter of housekeeping methods as simplified by the intelligent use of electrical aids. She began with a discussion of house wiring, and described wiring for electric service instead of wiring for electric lights only; she took up the relation of electrical aids to the standard of living in the home, to health, and to the woman's participation in outside activities. Then she summarized the main points which the housekeeper ought to know concerning the use and care of the various labor savers. There was much meat in what she had to say, and yet it was given with a sauce of stories and pleasantries which the audience enjoyed. And above all, the talk was absolutely free from any mention of trade names, or discussion of the commercial aspect of the matter.

The Electric Construction and Sales Company of Cleveland arranged a successful program for Sorosis Club, one of the oldest and most conservative women's clubs of the city, not long ago, when Miss Bernice Lowen of the Edison Electric Appliance Company spoke on electric cookery, and A. J. Livingston took up the subject of washers. The club women were most responsive on both these occasions. They asked many questions, and crowded about to look at the appliances which were exhibited. They expressed their appreciation of the fact that the speakers did not give a sales harangue. They were satisfied that the lectures were given from the standpoint of educational value, and not of any dealer's self interest.

Mothers' Clubs are of course excellent groups to interest in such a project, also. The Medinah Electric Company of Chicago has done this successfully. A. R. Kiemer, manager of the company, approached the president of a certain mothers' club on the subject. He explained the educational value of such a talk and impressed it upon her that there would be no attempt to make direct sales, and the president entered into the spirit of the idea and made a special effort to have all the members out for the meeting. She wrote out an

invitation to the women to hear a talk on the subject of "Keeping House Electrically," and gave this invitation to the teachers. It was used as material for a "writing lesson" for the youngsters, each of whom copied the invitation and took it home to mother—a splendid way to stimulate interest.

The result was a large attendance. A hall was engaged especially for the occasion, and samples of the various appliances were on view. Each woman wrote her name and address on a card which was given to her bearing a number, and at the close of the afternoon a drawing was made and the lucky member received an electric toaster as a gift. To cap the climax, an "electrical luncheon" was served after a series of talks by factory representatives, and the women were so enthusiastic that several without solicitation, expressed their desire for certain of the appliances shown. The cards containing the names and addresses of course became the nucleus of a live prospect list.

The value of such talks would be entirely lost if the dealer were to look upon them as an opening for immediate sales and use this opportunity to solicit the audience. It is only because he takes a broad view of it that the women have any real interest in him and respect for his position. Many demonstrators are so imbued with the "go-get-'em" idea—which is of course well enough in its place—that they cannot rise to the spirit of an impartial talk; the person who is to give such lecture must, therefore, be chosen with care. His contact with the club must be in the interest of education, not of selling appliances. This is what establishes good will and confidence towards him in the minds of the women.

Don't fail to glean all the incidental newspaper publicity possible when you put over such a program. See to it that the club editor receives an invitation to attend, for the electrical shop which can write its name in the club column is established once and for all in the esteem of the women. It means prestige among the folk who are the very cream of the electrical appliance prospects.

And then, having put all this across, when the society leader comes into the shop the next week, the dealer can greet her with, "How do you do, Mrs. Highup. I was so pleased to see you at the club Tuesday. Did you enjoy the meeting?"

The salesman who goes out to demonstrate at the home may refer to the meeting incidentally. And presto! the electrical shop immediately acquires "class," and a reputation for being patronized by the very best people. A better method could hardly be devised for putting an electrical business into the "exclusive" circles, and giving the dealer a reputation for being an oracle in his line.

Public Utilities Improving Systems

In the face of the much discussed state of dormancy in industry and its resultant tendency to slow up progress in the public utility field, it is refreshing to note that one section of the country still manages to carry on. That part of the Southwest which centres around Kansas City, is leaving no stone unturned in clearing the way for better service from its railroads, its lighting companies and its power stations.

The Midland Valley Railroad Company which operates a 300 mile line from Fort Smith, Arkansas, to Wichita, Kansas, is busy just now changing its train dispatching device from the old Morse telegraph system to the latest Western Electric telephone method. It has adopted apparatus similar to that used on the "Katy" System and the other larger Southwestern railroads. The heart of the new dispatching system is located at the Midland headquarters of Muskogee, Oklahoma. There will be thirty-seven other dispatching stations.

Another step in the right direction is the installation of a new high power electric power line from Bristow, Oklahoma to Paden, thirty miles away. It is an improvement that has been contemplated for several years. Other towns along the line will get the benefit of its service later through a series of branch trunks.

Kansas City has followed the lead of most of the larger cities and is arranging to put most of its electric light and power lines underground. The Kansas City Power and Light Company has just secured sixty carloads of underground conduit from the Western Electric Company to get the project started. The initial shipment will enable the lighting company to put almost fifty-seven miles of their system out of sight.

Courtesy is the forerunner of business success.



ORGANIZATION ACTIVITIES

A Department Devoted to the Reports of State and Local Meetings



STATE CHAIRMEN AND SECRETARIES

State	Chairman	Secretary	State	Chairman	Secretary
ONTARIO, CANADA:	E. A. Drury, 164 Oakwood Av., Toronto	J. A. McKay, 24 Adelaide St. W., Toronto	MARYLAND:	S. C. Blumenthal, 505 N. Eutaw St., Baltimore	C. Philip Pitt, 15 E. Fayette St., Baltimore
BRITISH COLUMBIA:	E. Brettell, 781 Granville St., Vancouver	J. C. Reston, 611 Howe St., Vancouver	MASSACHUSETTS:	Geo. B. Quinby, Boston	J. E. Wilson, 263 Summer St., Boston
CALIFORNIA:	C. L. Chamblin, 643 Call Bldg., San Francisco	J. W. Redpath, 643 Call Bldg., San Francisco	MICHIGAN:	Henry Roseberry, 41 Pearl St., Grand Rapids	H. J. Shaw, 613 Lincoln Bldg., Detroit
COLORADO:	J. Fischer, 213 15th St., Denver	W. A. J. Gascott, 715 18th St., Denver	MINNESOTA:	Emil Anderson, 240 Plymouth Bldg., Minneapolis	Arthur P. Peterson, 2395 University Av., St. Paul
CONNECTICUT:	E. S. Francis, 272 Asylum St., Hartford	Geo. M. Chapman, 43 E. Main St., Waterbury	MISSOURI:	W. J. Squire, Kansas City	A. J. Burns, 533 Delaware St., Kansas City
DISTRICT OF COL.	Frank T. Shull, Conduit Rd. and Elliott St. Washington	H. R. Harper, 635 D St., N. W., Washington	NEW JERSEY:	Geo. E. Davis, 23 Central Ave., Newark	Elmer D. Wilson, Newark
FLORIDA:	T. E. Satchwell, Jacksonville	J. G. Spencer, Palatka	NEW YORK:	F. A. Moit, 29 St. Paul St., Rochester	J. P. Ryan, 26 Cortlandt St., New York City
GEORGIA:	Henry Morton, 1227 Broad St., Columbus	C. B. Anderson, Walker El. & Plain. Co., Columbus	OHIO:	C. L. Wall, 212 S. Main St., Akron	Walter R. Keefer, 939 E. McMillan St., Cincinnati
INDIANA:	A. B. Harris, Gary	A. I. Clifford, 507 Odd Fellows Building, Indianapolis	OREGON:	Roy C. Kenney, 388 Burnside St., Portland	F. R. Whittlesey, 212 Henry Bldg., Portland
IOWA:	Louis L. Corry, 510 Brady St., Davenport	Arthur Tucker, 619 Jackson St., Topeka	PENNSYLVANIA:	R. W. Keck, Allentown	M. G. Sellers, 1518 Sansom St., Philadelphia
KANSAS:	C. S. Smallwood, 1017 N. 5th St., Kansas City	R. S. Stearnes, 336 Camp St., New Orleans	TENNESSEE:	P. W. Curtis, Chattanooga	J. A. Fowler, 10 S. Second St., Memphis
LOUISIANA:	C. S. Barnes, 513 Gravier St., New Orleans		WASHINGTON:	S. G. Hepler	Forrest E. Smith, 205 Boston Block, Seattle
			WISCONSIN:	B. L. Burdick, 72 Water St., Milwaukee	H. M. Northrup, 25 Erie St., Milwaukee

LIST OF LOCAL ASSOCIATIONS AND MEETINGS

State and City	Local Secretary	Street Address	Time of Meet.	Place of Meet.	State and City	Local Secretary	Street Address	Time of Meet.	Place of Meet.
ALABAMA					NEW JERSEY				
Birmingham			Mon. Noon	Hillman Hotel	Atlantic City	F. P. Wright	16 Ohio Ave.	1st Thursday	Malatesta Hotel
Mobile	E. J. Hueguenot		Fri. 5:30 p. m.	Members' Offices	Jersey City	Wm. Doellner	743 Bergen Ave.	1st Monday	F. S. Bldg.
CALIFORNIA					Newark	Geo. E. Davis	23 Central Ave.	Last Friday	P. S. Bldg.
Berkley	J. M. Gregory	Pacific Bldg.	Fri. 8 p. m.	Pacific Bldg.	Paterson	H. M. Desaix	88 Ellison St.		
Covina	F. Rambo	309 E. 4th St.	1st & 3rd Mon.	Ontario	New York	E. A. Jones	31 Hudson Ave.	1st Thursday	Pekin Rest'nt
Long Beach	O. W. Newcomb	628 U. Oil Bldg.	Tues. Ev'g.	Spaulding's	Albany	A. H. Hyle	12 Nevins St.	1st Mon.	Cham. Com.
Los Angeles	H. T. Muxall	Pacific Bldg.	Tues. 8 p. m.	Denver	Brooklyn	E. P. McCormick	555 Wash. St.	Fridays	507 Elec. Bldg.
Oakland	J. Gregory	165 Jessie St.	Wed. 1:30 p. m.	Pacific Bldg.	Buffalo	B. B. St. John	Onconia	3d Tues.	Vanon
San Francisco	A. Elpins	227 Coronado Bldg.	Tues. 6:30 p. m.	Pin Ton Cafe	Cooperstown	A. H. Hyle	309 Main St.	Tues.	Migra. Ass'n.
Van Nuys	L. B. Roberts	227 Coronado Bldg.	2d & 4th Tues.	227 Coronado Bldg.	Endicott	Henry Lund	Huntington	3d Mon.	
COLORADO					Kingston	M. C. Rivenberg	Tottenville		
Denver					Nassau-Suffolk	J. A. Palmer	26 Cortlandt St.	1st Thurs.	Penn's Hotel
CONNECTICUT					New Brighton	E. L. Taylor	22 Chambers	1st and 3d Wed.	McAlpin Hotel
Hartford	H. D. Hitchcock	45 Preston St.	Call of Sec'y	118 Asylum St.	N. Y. Sec. No. 1	J. P. Ryan			
New Britain	F. Mulvehill	Conn. Lt. & P. Co.	Monthly	192 Grand St.	Independent	John Perass			
Waterbury	A. S. Jordan		2d Thurs.	Dewey Hotel	Sec. No. 3	L. F. Lwedecke	260 W. 86th St.	2d & 4th Wed.	226 W. 58th St.
DIST. COL.			es mo., 8 p. m.		Ass'd. El. Con.	B. B. St. John	State St.	3d Thursday	Builders' Exch.
Washington					Oneonta	Theo. Benz	McClellan St.	Mon. 6:15	
FLORIDA					Rochester	Mr. Spengler	P. O. Box 809	1st & 3d Monday	Gas Office
Jacksonville	W. L. Joseph	155 E. Forsyth	1st Tuesday	208 Realty Bldg.	Schenectady	H. N. Smith	First St.	1st Tues.	Elks' Club
Miami	C. E. Pullen	Pullen-Zoll Co.			Syracuse	H. W. Bonday	Gray Elec. Co.	Monthly	Utilities Bldg.
ILLINOIS					Troy	Mr. Hall	White Plains	3d Fridays	
E. Moline	E. J. Burns	Rock Island	2nd & 4th		Utica	I. W. Austin	Roth Block	Monthly	
Chicago	J. W. Collins	179 W. Wash- ington St.	Wednesday		Westchester	L. B. Smith	Manor House Sq		
E. St. Louis	O. J. Birnette	219 18th St.	Sat. 2 P.M.	Arcade Bldg.	Watertown	Geo. La Salle			
La Salle	Ed. Blaine	613 Tyler St.	1st & 2nd Tues.	Post Hall	Woodmere	Mr. Mayer			
Rock Island	E. J. Burns		1st & 3rd Mon.	219 18th St.	Yonkers				
Streator	Wm. Schroder				Omio				
INDIANA					Akron	L. C. Wall	12 S. High St.		Elec. Co.
Evansville	C. E. Jett	570 Washington	Wed. noon	Y. M. C. A.	Cincinnati	W. R. Keefer	939 E. McMillan	Tues. 3 P. M.	Cham. of Com.
Gary	A. B. Harris	29 S. Capitol	1st & 3rd	Commercial	Cleveland	Geo. D. Biery	E. 95th St.	1st & 3d Thurs.	Builders' Exch.
Indianapolis	G. L. Skillman	Ave.	Thursday	Club	Columbus	O. A. Robins	Erner Hopkins	2d Wed.	Builders' Exch.
Warsaw	F. E. Strauss	120 W. Market St	Wed. Ev'g.		Springfield	J. R. Yost		2d & 4th Fri.	Nat. Ex. Bank
IOWA					Steubenville	D. C. Hartford	Hood Elec. Co.	1st Wed.	New China Res.
Davenport	E. Burns	Rock Island	2d & 4th Mon.	Rock Island	Youngstown	W. Wosbeck		Mon. 6 P.M.	
Waterloo	J. A. Harleip	Care Waterloo			OREGON				
KANSAS					Portland	F. R. Whittlesey	212 Henry Bldg.	2d & 4th Monday	Cham. of Com.
Topeka	H. S. Lee	816 Kansas Ave.	Mon. Noon	Elk's Club	PENNSYLVANIA				
KENTUCKY					Allentown	A. Hill	Bethlehem	Monthly	
Paducah	W. R. Kitterjohn		Last Thurs.		Bethlehem	A. H. Hill	510 W. Main St.	Last Thursday	
LOUISIANA					Catawauqua	W. T. Kleppinger		Monthly	
New Orleans	R. S. Stearnes	336 Camp St.	1st Weds.	Teocali Hall	Dubois	C. E. Blakeslee	Bethlehem	Monthly	
MAINE					Easton	G. E. Hill	Bldrs. Exch.		Bldrs. Exch.
Portland	H. T. Boothby	222 Middle St.	1st. Mon.		Erie	Earl Stokes	1518 Sansom St.	3rd Friday	Und'w't's Office
MARYLAND					Lancaster	A. Deen	10 N. Diamond	2nd Thurs.	Builders' Exch.
Baltimore	C. P. Pitt	15 E. Fayette	1st & 2d Tues.	Elk's Club	Philadelphia	M. G. Sellers	Bd. of Tr. Bldg.	Tues.	Zenke's
MASSACHUSETTS					Pittsburgh	Geo. Burrows	Dubois	Mon.	
Boston	J. E. Wilson	263 Summer St.	3d Thurs.	Boston City Club	St. Marys	A. J. Fowler	E. King St.	2d & 4th Tues.	
Fitchburg	R. M. Gowell	24 West St.	1st Mon.	Fay Club	YORK	C. E. Blakeslee			
Haverhill	H. W. Porter	681 Main St.	2d Mon.	El. Lt. Sta.	SOUTH CAROLINA	A. E. Harris			
Worcester	L. H. Treadwell		2d Thurs.	44 Front St.	Columbia	E. L. Cashion	Sumter, S. C.		
MICHIGAN					Greenville	E. C. DeBruhl	Ideal Elec.		
Detroit	H. Shaw	613 Lincoln Bldg	Last Thurs.	G. A. R. Hall	TENNESSEE				
Flint	J. Markle	718 S. Saginaw	Tues. Noon	Ass'n of Com.	Chattanooga	Carl Schneider	412 Kirby Av.	Wednesday	Manhattan Cafe
Grand Rapids	M. Randall	Exch. Place		Cham. Com.	Knoxville	H. M. Moses	615 Market St.	Noons	Rwy. Lt. Co.
Kalamazoo					Memphis	H. A. Street	285 Madison Av.	Monthly	Allyn Cafe
MINNESOTA					Nashville	J. B. Maillen	Arcade	1st & 3d Wed.	Tularie Hotel
Duluth	Alfred L. Foster	210 W. 1st St.	1st Tuesday		TEXAS				
Minneapolis	Roy Constantine	2395 University	2d & 4th Tues.	Builders' Exch.	Dallas	P. B. Seastrunk	Lepescombe	Wed. 8 P.M.	1905 Main St.
St. Paul	Roy Constantine	Ave., St. Paul	2d & 4th Mon.	Elk's Club	VIRGINIA	K. D. Briggs	Arcade Bldg.	Wednesdays	Old Col. Cld.
MISSOURI					Richmond	W. A. Cutlett	Jeff. & Grace Sts		
Kansas City	Mr. Brown	809 Delaware	Tues. Evenings	University Club	WASHINGTON	T. C. Smith			
St. Louis	A. J. Dunbar	Frisco Bldg.	Wed. Evening	Am. Hotel	Seattle				
NEBRASKA					WISCONSIN				
Omaha	T. Mustain	315 Neville St.			Milwaukee	Henry C. Hutton	719 Majestic Bld.	2nd Tuesday	Maryland Hotel
NEW HAMPSHIRE					CANADA				
Portsmouth	F. C. Hatch	Kittery	2d & 4th Wed.		Toronto	J. A. McKay	110 Church St.	1st. Thur.	Bd. of Trade
					Vancouver	H. R. Hargreaves	Pacific Bldg.		

Associations can secure listings here by sending necessary data to the National office

Vacations at Headquarters

From August 8 the headquarters offices of the National Association of Electrical Contractors and Dealers will be closed for the regular annual vacation period and will not reopen until August 22. This is in accordance with the decision of the National Executive Committee. The entire force will take a vacation at one time.

Last year this same plan was given a trial in July, but as the Anniversary Convention came in July this year, the vacation period had to be set ahead to the month of August.

The old plan of granting vacations to the office force one or two at a time interfered with the regular work all summer long; now it is all done together, and everybody gets back ready to make up for lost time.

Don't forget the dates—from August 8 to August 22—and on the latter date the National Headquarters force will be back to work.

Canadian Activities

By J. N. MOCHON

Manager-Secretary of Association Sends Report of Smoking Concert

The Electrical Co-Operative Association, Province of Quebec, acting as hosts to the delegates and their friends attending the Canadian Electrical Association Annual Convention at Quebec, entertained them at a smoking concert in the Empire room of the Chateau Frontenac on Thursday evening, June 16, 1921. A very representative gathering of individual members of the Electrical Coöperative Association, Province of Quebec, were at Quebec to attend this smoking concert and greet their fellow electrical men of the Canadian Electrical Association.

A. Monro Grier, K. C., president of the Canadian Electrical Association, acted as chairman and introduced the entertainers and speakers, following each performance and speech with very appropriate remarks and handling all situations with his usual good tact and wit.

K. B. Thornton, president of the Electrical Coöperative Association, Province of Quebec, reviewed the activities of the association since its inception; he called attention in his remarks to the fact that the program originally laid out at its formation had been surpassed by the association and that they could look back to tangible results within its six months of existence, far greater than it had been hoped to obtain within its first year. The organization of the different sections of membership is proceeding in a very satisfactory manner and their inter-relations are gradually improving.

A pamphlet is already issued dealing with problems affecting the construction in new houses to facilitate the use of electrical appliances therein and is being circulated among the architects, builders, etc. A second pamphlet dealing on the same subject, but for general circulation throughout the public is to be brought out shortly in both the English and French languages. It was the intention and hope to have this bilingual pamphlet printed in time for the Canadian Electrical Association convention, but unforeseen delays have postponed its publication.

The association has been active in securing data concerning all available sources of supply of moving picture films dealing with electrical subjects and is prepared to consider seriously the application of its public educational program through this medium; definite an-

nouncement has been postponed, however, until after the summer months.

Wm. L. Goodwin of the Society for Electrical Development, New York, addressed the meeting on the general question of coöperation among electrical men and its application in other territories; he reviewed the results obtained elsewhere and brought out details of the proposed programs of similar bodies in other parts of the United States and Canada.

Samuel Adams Chase of the Westinghouse Electric & Manufacturing Co., New York, reviewed the history of the coöperative movement for the benefit of those present, his connection with this movement and benefits derived from the application of the coöperative movement.

Milan H. Bump, recently elected president of the N. E. L. A., took his audience over the ground covered by his association, gave them an insight of its achievements and the work laid out for the coming year. Messrs. Goodwin, Chase and Bump extended their hearty congratulations to Mr. Thornton, president of the Electrical Coöperative Association and to his associates for the remarkable success obtained in so short a time; the most optimistic would certainly have had no reason to expect such accomplishments within such short time and these results were tangible evidence of the untiring efforts of those who were directing the destinies of this association.

An elaborate musical program was enjoyed by those present, among the numbers being piano selections by Mr. Perry, classical vocal selections by Mr. Carpenter and comic songs by Mr. Kay, the latter two accompanied at the piano by Mr. Perry, all from Quebec. The Thorn quartet consisting of the Messrs.



Canadian Electrical Association, Thirty-First Annual Convention, Chateau Frontenac, June 15, 16 and 17, Attended by William L. Goodwin and Samuel Adams Chase of New York City

Thorn of Quebec rendered some musical selections which were very much appreciated.

A novelty feature was introduced in the form of a "folk lore special" rendered by three gentlemen from the Quebec district in which the exponents rendered in a very creditable manner a scene taken from a lumber camp life called "Skinning the bear"; this folk lore act also included a colonial times jig to the accompaniment of concertino, which was very much appreciated by the audience.

Community songs were enjoyed throughout the evening by all those present, the evening ending up in the general singing of "God Save the King," all feeling that they had spent a very enjoyable time.

At the close of the evening K. B. Thornton extended to the Canadian Electric Association his thanks and those of his associates for their courtesy in turning over the evening to the Electrical Coöperative Association, all of whom felt highly honored in acting as hosts to such a distinguished gathering. He thanked A. Monro Grier for accepting the chair under the auspices of the association, a duty which he performed to the very great satisfaction and enjoyment of all those present. Messrs. Goodwin, Chase and Bump were very cordially thanked for their attendance at this function and for the kind words they spoke in favor of the association, and were assured by the president that the efforts made in launching the coöperative movement here were not spasmodic; local conditions were analyzed minutely before the application of any part of the policy to affect them in order to make sure that the efforts of the executive would not be in vain.

The entertainment committee of the Electrical Coöperative Association, who had charge of the arrangements for the smoking concert were the following: Messrs. D. H. Ross, Chairman, Wagner Electric Co., A. Lee H. Jones, Canadian General Electric Co., N. S. Richards, Northern Electric Co.; and J. N. Mochon, the manager-secretary of the Electrical Coöperative Association, Province of Quebec.

Minnesota Midsummer Convention

Membership Committee Reported Sixteen New Members, Making Total of More Than Seventy

The midsummer meeting of the Minnesota State Association of Electrical Contractors and Dealers was held at the Automobile Club of Minneapolis on Saturday, June 18, and was well attended in spite of the exceptionally hot weather prevailing at that time.

This meeting was called for the purpose of bringing the members together and exchanging ideas rather than for the transaction of association business, and accordingly no routine matters were taken up.

A report from the membership committee brought out the fact that sixteen new members had been secured and one reinstated since the first of the year, bringing the total membership above the seventy mark. Following this report came a brief discussion relative to the ways and means of getting other contractors and dealers interested in the association.

Considerable time was devoted to the subject of coöperation between the jobbers and the contractor-dealers, due to the fact that jobbers everywhere are being forced to turn a portion of their large stocks into cash.

J. W. Marnie gave an excellent talk on "Overhead" and presented a chart showing the percentages of overhead as applied to the different sizes of business. These figures were based on returns made by eighteen contractors and showed considerable variation between members of the same class, indicating that the subject of overhead was not receiving the attention it should. A motion was made and carried that a reproduction of the chart, together with a comprehensive article on the matter of overhead, be sent to all members of the Minnesota State Association.

Arthur L. Abbott, chairman of the State and National Committee on Cost Data reviewed the work of the National Committee and presented valuable data pertaining to the Manual of Estimating. The figures which Mr. Abbott gave were for the actual time spent on certain pieces of work as compared with the estimated time given in the Manual. The results were very illuminating and showed the necessity of time studies as a check against estimated time. While it was apparent that it would be impracticable for a contractor to make a de-

tailed time study of every job, it did seem advisable for the members to carry on such a study on one or two representative jobs and then exchange this data with others. Thus by making one or two such studies in conjunction with twenty other members, a contractor would have some thirty sets of figures at his disposal. Following the talk by Mr. Abbott a motion was made and carried that the National Association be urged to continue the valuable work begun by the Cost Data Committee.

After an excellent dinner in the Grotto Room of the Automobile Club the members retired to the cool outdoors where the evening meeting was held. The State chairman then introduced B. H. Bendheim of Chicago, National Executive Committeeman at Large, as the speaker of the evening. In a few well chosen words Mr. Bendheim suggested practical solutions to the problems confronting the members of the State Association, and in spite of the terrific onslaught by the Minnesota mosquitoes he had an attentive and appreciative audience.

—Arthur P. Peterson, Secretary.

Merger of New York Associations

On Wednesday night, June 22, two separate contractors' associations became merged into one larger organization in New York City.

These associations were the Associated Electrical Contractors and The Independent Electrical Contractors and Dealers Association. The new organization will be called the Independent Associated Electrical Contractor-Dealers, and has at present time a total membership of 130.

The new officers elected are as follows: President, William J. Shore; 1st vice president, Harry A. Hanft; 2nd vice president, L. C. Mac Nutt; treasurer, A. Lincoln Bush; secretary, John P. Perass; sergeant at arms, Chas. J. Christesen.

This new organization held its first meeting on June 22, 1921.

President William J. Shore intends to map out a schedule of meetings and arrange definite programs for constructive association work.

It is the intention to make this organization a stimulating force for the betterment of trade conditions in and around Greater New York and to promote the general welfare and betterment

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of its members and others connected in this industry.

This amalgamation has met with uniform approval from all sides and the future of this new organization at the present moment seems to be extremely promising not only for service rendered, but for constructive work to be done.

Get Together Meeting in Detroit

By H. SHAW

Secretary of Local Association Reports
Great Enthusiasm of Large Gathering

Detroit is recognized the country over as the city that produces the best for the least amount of money. This position has been achieved by Detroit through years of coöperative effort on the part of big men in the world's greatest industries who have realized that efficient coöperation and standardization would place them in the position to produce the best for the least.

The big men in the electrical industry of this city have awakened to the fact that what has been done in other Detroit industries can be done in the electrical field by properly directed coöperative effort.

Some few months ago the electrical interests decided to place their business before the people of this community in a manner that would command the attention of the public and bring them to a realization of what wonderful possibilities electricity offers them as a means of lightening their labors and

increasing their comfort and happiness. Accordingly, a committee was appointed to organize an Electric League. After several months of hard work this committee arranged a dinner meeting on June 21 in the Hotel Cadillac, at which time their plan was launched.

This meeting was attended by 100 wide awake, active men, representing all local branches of the electrical industry, and those present had the great pleasure of again seeing "Bill" Goodwin of the Society for Electrical Development and Samuel Adams Chase of the Westinghouse Electric Company in action. They were with us in person and in every other way imaginable.

C. T. Beck of the Federal Sign System, as chairman of the Organization Committee, presided at the meeting. He introduced C. C. Owen of the Westinghouse Electric Company who spoke briefly of the debt that he owed to Samuel Adams Chase who took him as a cub salesman and taught him the "Chase System of Ethics" in electrical salesmanship. Mr. Owen expressed his sincere sympathy and active assistance in the present coöperative movement in Detroit.

Mr. Beck introduced Mr. Adams Chase as one of the pioneers in the electrical merchandising field who has won the friendship of thousands of his co-workers in the electrical industry through his willingness to share with them his rich store of information and his boundless enthusiasm, and it must be said for Mr. Chase that he is an able disciple and an exponent of coöpera-

tion in the industry, and further, be it said that by virtue of long service in the game he knows whereof he speaks. The sincerity with which his talk was given and received, and the hearty applause given him was sufficient evidence that his talk struck the keynote in the minds of his hearers.

Mr. MacLachlan of the Square D Company outlined the plan of the Electric League of Detroit, which contemplates the doing of one thing at a time and doing that one thing well. The League will embrace all branches of the electrical industry and will undertake the successful launching of two electric homes as the first thing it attempts.

The electric home idea offers greater opportunity to teach the public more about electricity and its use to them as a labor saver and happiness maker than any other one thing that the League could attempt.

Detroit is going to put over two electric homes at an expense to the industry of less than \$6,000. This is possible because Detroit will profit by the experience of other cities that have put over this idea. With this knowledge to protect us against pitfalls and the determination of the big men in this community to produce the best for the least amount of money, the Electrical League of Detroit will lead the way in economical coöperative boosting of the electrical industry.

The reception which Mr. MacLachlan and the Electric League plan received makes it an assured fact that what he



Get Together Meeting at Detroit, Michigan, on June 21, Attended by William L. Goodwin and Samuel Adams Chase, The Good Will Promoters of the Electrical Industry

outlined will be carried through to a successful realization.

In introducing "Bill" Goodwin, Mr. Beck imparted the information to those present that "Bill" had said that he was going to say what he thought, regardless of whether his hearers liked it or not. From all observations they all liked it because they all stayed to hear every word "Bill" had to say, and what he did say meant something even if it did hurt the feelings of some of those present. His outline of what was necessary in personnel to make a successful League or anything else successful was a revelation to us. His outline reflected, from every angle, the tremendous knowledge that he has accumulated of the enumerable problems in the electrical industry.

His broad minded foresight of the future of this industry is amazing. Much has been written about this man Goodwin and the writer ventures the opinion that "Bill" is so far ahead of the boobs that are trying to make a living at this industry that many of them cannot see him at all and they won't spend a nickel to rent a telescope.

In connection with the Electric League in Detroit, Mr. Goodwin offered us the services of the Society for Electrical Development to assist us in planning the details necessary to put the proposition over. This generous offer on the part of the Society means a great deal to the success of the proposition as they are in a position to furnish the Detroit committee with much valuable data and a number of efficient, trained assistants to show us how best to carry on an Electric Home Campaign.

The meeting was a most successful affair and it will undoubtedly be the means of bringing the branches of the Electrical Trade in Detroit in closer harmony with one another as well as being the means of presenting to the public a definite concrete educational campaign to boost the electrical industry.

Spectacular Lighting

New York will be treated to something entirely new in spectacular lighting effects when the Electrical Show opens in the 71st Regiment Armory on September 28.

Illuminating engineers are now working on plans to flood the tall tower of the Armory with light, but just what system of illumination will be used has not yet been decided.

It will probably combine certain features of outline illumination such as was used during the Hudson-Fulton celebration; the jewel effects which were developed for the Panama-Pacific Exposition, and flood lighting such as is used at the Statue of Liberty. A battery of search lights visible from all parts of the city will top the display.

The illumination inside the Armory will also be quite different from that customarily employed. The big girders will be hidden by a canvas sky, which will also illuminate the lighting fixtures. Concealed search lights will throw powerful beams against this sky, and the reflected rays will flood the Armory with brilliant illumination.

Rhode Island Electrical League

Starts Slogan Contest in Which Customers Are to Submit Suggestions

The Rhode Island Electrical League is taking no chances in having the people of the state forget things electrical. The Sunday papers of July 3, carried a nine by sixteen and a half inches advertisement announcing a slogan contest for the month of July.

An electric ironer, valued at \$175, is the prize offered for the slogan that is selected and every member of the League is supplied with information circulars to which an entry form is attached. The advertising gives a list of the members to make it easy for the people to find these members or the one nearest to them.

All slogans must be mailed before 6 p. m., July 31, and will be judged by a committee composed of George W. Danielson, of Danielson & Son, advertising agents, W. E. Spracklin of the Tubular Woven Fabric Co., and William F. Baker, Chief Crier, Town Criers of Rhode Island, the local Advertising Association.

It will be noted that none of these men are closely connected with the electrical industry but rather with the advertising industry, a fact which tends to give people confidence that the slogan will be impartially judged. The contest is open to all residents of Rhode Island except those connected with the electrical industry. In other words the contest is for the users of electricity, the customers and not the sellers are to suggest the slogan.

The advertising urges everyone to call upon some member of the Rhode Island Electrical League without delay,

secure a printed entry form, suggest a slogan, and mail it at once. The contest promises to better acquaint the people with the League and its aims. Better still, it is going to get a lot of people into the places of business of the members who otherwise would not go there. It is going to expose these people to temptations to buy.

As a result it is bound to increase the enthusiasm of the members in the work that the League is doing. It is also hoped that a really worth while slogan will be secured. At any rate people are going to think and talk about things electrical more than they otherwise would, and with the gradually increasing prosperity that is taking place, they are going to think more about spending money for something electrical than would be the case if no out of the ordinary effort was made to attract their attention to electrical wiring and appliances.

The advertising lists 65 places of business of the members, 36 in Providence, 8 in Pawtucket and Central Falls, and 21 in other parts of the State. When one stops to consider that Rhode Island is an industrial State that has been hard hit by the buyers' strike, this membership and the size of the advertising space that the League is using indicates the faith of those members in the electrical industry.

To Hold Electric Show in Milwaukee

The Milwaukee chapter of the Wisconsin State Association of Electrical Contractors and Dealers has reserved two-thirds of Exposition hall of the Auditorium for its annual electrical show to be held in connection with the third annual Food and Household exposition, October 25 to 31, inclusive, under direction of The Milwaukee Journal cooperating with the Milwaukee Retail Grocers' Association.

At a recent meeting of the directors of the association it was decided that electrical dealers and contractors would rather become a part of the third annual Food and Household exposition than to hold a show of their own, as they have done the last few years.

Two-thirds of Exposition hall will be devoted to displays of electrical household conveniences and appliances, and factory and home equipment, including electric wires, cables, lights and fixtures. A large industrial electric plant, almost large enough to light one of Milwaukee's suburbs, will be installed

for the benefit of electric plant superintendents of the state and for public instruction on the problems of light and power manufacturing.

Nashville Electric Club Meeting

Dinner Given in Honor of Laurence W. Davis, National Association Representative

On June 24, at Nashville, Tennessee, Special Representative Laurence W. Davis was the guest of the Electric Club of that city. The following account of the meeting is taken from the Nashville Banner:

Practically every member of the Electric Club of Nashville was present at the Hotel Tulane Friday evening at 6:30 o'clock to attend a dinner given in honor of Laurence W. Davis, special representative of the National Association of Electrical Contractors and Dealers, to hear Mr. Davis later in a clear and interesting analysis of the problems that confront the electrical industry today. Mr. Davis has been giving his entire time to such work in the United States and Canada for the past year, has traveled more than 10,000 miles and addressed five or six thousand electrical contractors and dealers on subjects of vital interest to the trade.

In beginning his address Mr. Davis said that his main purpose in being in Nashville was to arouse an understanding of what electricity means today and to attempt to create a new standard among the members of the electrical industry in general. He stressed the importance of the central electric station in any city and said that the future of any city depended upon its ability to grow electrically. Mr. Davis showed that the solution of the domestic problem could be brought about by educating the public to the possibilities of electricity in the home, and summed his arguments up by saying that electricity is "the servant of the public."

Mr. Davis then took up in detail the ways in which the contractors and dealers might sell a better service to the public, and the long and short of his idea might be contained in the words he used when he said, "Make housekeeping a dream instead of a drudgery." He told of the model electric home that has been built and maintained in Los Angeles and of the increased interest that has resulted in that city. He said that it was merely a matter of educating the public to a knowledge of what elec-

tricity will do for the home to make them want what the electrical dealer and contractor has to offer.

Mr. Davis then took up the matter of how electrical dealers may properly apply the methods of modern salesmanship to their business, and said that it was a question of using real ideas in the proper fashion. He advised making the prospective customer see what the service the dealer had for him would actually do in the way of increased comfort and convenience. Mr. Davis next discussed in a very illuminating fashion the questions of how to figure cost correctly and explained what overhead actually means in its connection with the electrical industry. He said that overhead might be constructed as "Available service on the part of trained men waiting to give the public what they want when they want it." He illustrated his talk by means of a blackboard.

In closing Mr. Davis told of the work that the national association is doing for its members at the present time, and outlined some of its plans for the future. J. T. Shannon of the Electric Equipment Company, president of the Electric Club of Nashville, then addressed the meeting briefly and urged the members to join the national association. He also thanked Mr. Davis in the name of the club for the work he had done with them and for them during his stay in Nashville, and the meeting adjourned with a rising vote of thanks to Mr. Davis for his efforts.

New Jobbing House

The Olson-Boettger Electric Manufacturing Company of St. Paul, Minn., announces its entrance into the jobbing field. The company has reorganized and increased the capital stock from \$75,000 to \$250,000. The name of the new corporation is Olson-Boettger Electric Company. H. S. Olson is the president and treasurer, J. O. Nelson, secretary, and R. P. Young, vice president and manager.

The corporation will do all its jobbing business from its modern five story building at 108 East Third Street. The old location at 413 North Franklin will be used by the corporation for a first class and up to date repair shop for the rebuilding of motors and generators. The company intends to travel seven men and will cover Minnesota, North Dakota, South Dakota, part of Iowa and Wisconsin. All parties in the corporation are electrical men with at least

fifteen years' acquaintance in this territory.

Home Electric Pamphlet

Shows Plans of Moderate Priced Residence With Adequate Outlets

National Headquarters has just issued a new pamphlet showing plans for a moderate priced home electric and members of the National Association may order quantities of these pamphlets with their names and addresses imprinted thereon, for distribution to their local trade.

This new home electric pamphlet consists of eight pages, each six inches deep, is artistically printed, and contains plans of the first and second floors, also of the basement and garage, with descriptions of each plan.

The aim has been to incorporate in these plans all the various outlets necessary to render the home properly equipped electrically, and yet to not overdo it. The usual symbols indicate the outlets for lighting, service, switches, etc., all conveniently located.

This pamphlet will act as a guide to the prospective builder in properly wiring the new home and should be given wide distribution.

National Headquarters will supply these pamphlets in any quantity, with the printed name and address of the contractor-dealer distributing them, at the cost of quantity production. Make application for your supply at once.

A. I. E. E. Standards Submitted for Approval

The American Institute of Electrical Engineers has submitted its Standards (1921 edition) to the American Engineering Standards Committee for approval as an American Standard.

The Standards are submitted in accordance with the special provision in the procedure of the Committee under which important standards adopted or in process prior to 1920 may be approved without going through the regular process followed in new work. The standards submitted represent the latest revision of the A. I. E. E. standardization rules, revised during 1919 and 1920. The first edition of the rules was issued in 1899.

The American Engineering Standards Committee would be very glad to learn from those interested of the extent to which they make use of these specifications and to receive any other informa-

tion regarding the specifications in meeting the needs of the industry.

The Standards of the A. I. E. E. are issued in a 172-page book in flexible cloth binding. Copies may be obtained from the American Engineering Standards Committee, 29 West 39th Street, New York.

The Jobber to His Trade

Nelectra-Grams of trade news and gossip, published by the Newark Electrical Supply Company, 223 Market Street, Newark, New Jersey's oldest and largest electrical supply house, contains these words of wisdom:

Collections. The time is approaching when many of your customers will leave for their summer homes, and, furthermore, with summer weather and vacation time at hand, many people are in the habit of leaving their bills unpaid. We recommend closest possible attention to your collections, and can guarantee that your profit producing capacity will increase in direct proportion to your collecting ability. Keeping your collections up-to-date increases your turnover, and with each turnover you should earn a profit. Remember then, quick collections—quicker turnover—bigger profits.

Become a Partner says the Public Service Corporation of New Jersey in offering its 8% cumulative preferred stock. Under the law the small shareholder has the same rights as the large one, and, therefore, you are entirely safe even if you buy only one share. By all means BUY, that with your help the Electrical Industry in time may be in overwhelming majority as to the number of stock holders which represent it in the Public Service Corporation. Also leaving sentiment aside, but strictly as a business proposition, these shares are an excellent investment because they earn 8% cumulative dividend.

Your Municipality is governed by the state law which provides that *separate bids* must be called for covering construction work, plumbing and steam fitting and electrical work respectively, on all public buildings or alterations, the entire cost of which exceeds \$1000.00. Keep this in mind, and see that in all such cases the electrical work is separated, and thereby not left to the mercy of a general contractor who would probably peddle it out to anyone willing to make the cheapest initial bid. Help to uphold the dignity of the industry with which you are affiliated.

Selling will Sell means that business is there if gone after, and with large numbers of homes being constructed, old homes to be wired and everywhere many additional outlets needed, the contractor who is on the job finds that he can get business to keep his organization going. Incidentally, if the dealer part of his business anatomy is not taking a vacation, he can sell an electric iron, a vacuum cleaner or possibly a washing machine just as often as he makes up his mind that he needs the business. The year that will reward fighters is only half over, and the best half is ahead of us. Keep on fighting, and you will be rewarded. **Selling will Sell.** (With apologies to Electrical Merchandising, which originated Selling will Sell.)

News Notes Concerning Electrical Contractor-Dealers

Business Changes, Store Improvements, and New Establishments Opened

Cooper Electric Company is reported to have opened a new store carrying electric supplies at 2029 Fifth Avenue, North, Birmingham, Ala.

Gus Canfield will open a new electric appliance store at Conway, Ark.

The Electric Shop of which A. Masterton is proprietor, is opening a new appliance store at Brentwood, Calif.

W. E. Netz has opened a new electric appliance business at Huntington Beach, Calif.

F. A. Clarke Company of which F. A. Clarke is proprietor, at present located at 732 South Spring Street, will open a new store carrying vacuum cleaners, washing and ironing machines in four months at Broadway and 7th Street, Los Angeles, Calif.

Gainaday Electric Company is opening a new store at 709 Thirteenth Street, N. W., Washington, D. C.

Orlando Lighting Fixture & Supply Company has opened a new store at Orlando, Fla. Incorporators: Phillip Acker, president; W. Ioor, vice president; T. L. Casey, secretary and treasurer. Incorporated capital stock, \$10,000.

E. E. Perry is reported to have opened a new electric appliance store at Findlay, Ill.

Hall & Kroner have opened a new store of electric appliances at Watseka, Ill.

Toennies Electric Company has opened a new business carrying electric appliances at 13 East 12th Street, Murphysboro, Ill.

Fogal-Williams Company will open a new electric appliance store at 329 South Seventh Street, where they are having the building remodelled in which a \$50,000 stock will be carried.

Russell Newlin has opened an electric supply business at Attica, Ind.

Miller & Rosenberger are reported to have opened a new electric supply store at Corydon, Ind.

E. W. Lewis is opening a new store carrying electric supplies at Cedar Rapids, Ia.

P. W. & F. S. Campbell will open a new electric appliance store at La Harpe, Kans.

Brower's Electric of which H. F. Brower is proprietor, has opened an electric appliance business at 609 Broadway, Larned, Kans.

Acme Electric Heating Company, Boston, Mass., has an incorporated capital of \$10,000. Incorporators: Harry Price, 32 Clifford Street, Boston, Mass., and others.

E. A. Bruce Electric Company is opening a new store at Putnam Street, Fitchburg, Mass.

Roland B. Glines is reported to have opened a new store carrying electric goods at 21 Oxford Street, Lawrence, Mass.

Cote & Cowdrey have opened an electric supply business at 11 Midland Street, Lowell, Mass.

Stearnes-Wilson Electric Company has opened a new electric supply store at 2038 Springwells Avenue, Detroit, Mich.

Thales Electric Company has opened a new store carrying electric supplies at 576 East Lafayette Avenue, Detroit, Mich.

Close Electric Company is opening a new supply business at Muskegon, Mich. Incorporated capital from \$5,000 to \$25,000.

St. Clair Electric Fixture Company is opening a new supply business at Cleveland, Ohio. Incorporated capital \$10,000. Incorporators: M. H. Blumenthal, 1600 East 105th Street, and others.

Hare-Carpenter Corporation have leased a building at 88 Washington Street, Newark, New Jersey, and will carry a full line of electric supplies.

Johnson Electric Company has opened an electric appliance store at Rolla, Mo.

Abbott Electric & Supply Company is reported to have opened a new store at Buffalo, New York. Incorporated capital \$10,000. Incorporators: F. Burket, 61 Eagle Avenue, Buffalo, and others. Attorney, C. Filsinger, 198 Goulding Avenue, Buffalo, N. Y.

P. & S. Electrical Supply Company has leased a store at 136 West 23rd Street, New York City, where a full line of electric supplies will be carried.

Wilson & Painter Electric Company is reported to have opened a new electric supply store at 125 Fourth Street, N. W., Canton, Ohio.

Grossheim-Moore Electrical Company has opened a new store carrying electric supplies at Cincinnati, Ohio. Incorporated capital, \$10,000. Incorporators: Frank Grossheim, 134 Lake Boulevard, and others.

E. T. Young is opening a new electric supply store at Newark, Ohio.

Wm. Neumeister has opened an electric supply store at South Main Street, Orville, Ohio.

C. F. Stauch is opening a new electric appliance store at Woodfield, O.

O. D. Electric Service Company of which J. C. Douthit is manager, will open a new appliance store at Sixth and Muskogee Streets, Okmulgee, Okla.

W. J. Mullan & Son have opened a new electric store at Ambridge, Pa.

Brownsville Wiring Company has opened a new electric supply store at South Brownsville, Pa. Fixtures will also be carried.

Sterling Dietrich is opening a new electric supply and contracting store at East Broad Street, Hazelton, Pa.

William J. Glise is reported to have opened a new appliance store at Lock Haven, Pa.

Home Electric Appliance Company is opening a new store at 210 Capitol Boulevard, Nashville, Tenn. Incorporated capital, \$25,000. Incorporators: J. Clark Akers and others.

Causie Bechtel, Hanover, Penna., will open a new store carrying electrical fixtures and supplies. In market for stock and fixtures.

Electric Age Service is opening a new electric appliance business at 116 Adams Avenue, Scranton, Pa. Proprietors: Tewksbury Bros.

Mid-State Electrical Engineering Company has opened an electric appliance and repairing business at Osceola Mills, Pa. Incorporated capital, \$25,000. Incorporators: C. C. Bange, Philipsburg, Pa., treasurer, G. D. Thomas, Osceola Mills, Pa., and E. A. Kenna, Osceola Mills, Pa.

Thos. L. Carden has opened an electrical and contracting shop at 260 West Ogden Street, Ciradville, Pa.

Merley Electric Supply Company will open a new store at 1314 Fifth Avenue, Pittsburgh.

Harry Tubbs, successor to Floyd Huntley, has opened an electric store at 356 Broad Street, Waverly, Pa.

Texas Electric Service Shop will open a new store carrying electric appliances at 2021 Main Street, Dallas, Texas.

Electric Service Shop has opened a new appliance store at Greenville, Texas. Taylor Gilmore and Ashley Gee are the proprietors.

Smith Electric Company is opening a new electric appliance business in the Chamber of Commerce Building, San Antonio, Texas.

Electric Servant is reported to have opened a new electric supply store at 42 South Main Street, Salt Lake City, Utah.

Willesburg Electric Service Company has opened a new store carrying a full line of electrical goods at 837 Main Street, Wellsburg, West Va.

Kott & Mattheis will open an electric supply store at Berlin, Wisconsin.

Nicholas Smith Company is opening a new electric supply business at Neenah, Wisconsin.

West Allis Electric Supply Company has opened a new store at West Allis, Wisconsin. Incorporators: Walter T. Williams and others.

Union Electric Company of which A. H. Blick is manager, is reported to have opened a new electric appliance business at Tucumcari, North Mexico.

Force of Advertising

You cannot see the force of advertising, but you can feel it—and Ernest C. Hastings, managing editor of the Dry Goods Economist, New York City, in speaking before the retail section of the convention of Associated Advertising Clubs at Atlanta last June, told the story of a conversation between an ad-

vertising man and a merchant that illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

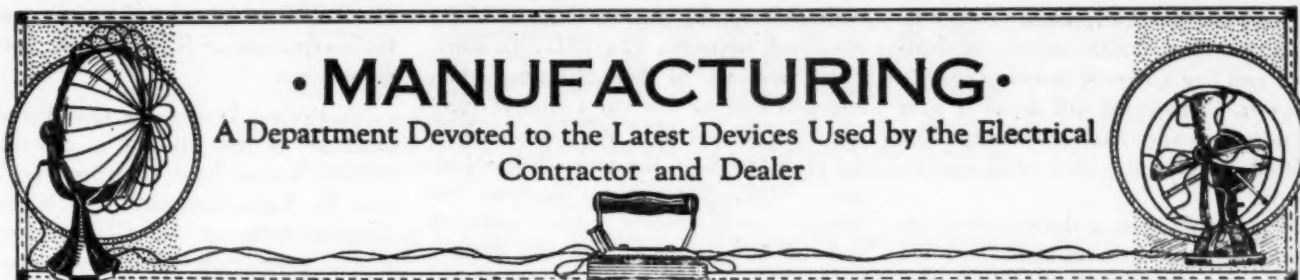
"Well, advertising is like the wind—an invisible force. You can't see it but you can and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are symbols of the wind in the pictures, the stories printed in the newspapers about the merchandise carried in your store will be symbolical of advertising force."

New Rack

This rack was designed and built by E. B. Arnold of The Star Electric Co., Brunswick, Ga., to display stuffers and pamphlets sent out by the manufacturer and jobber. You have observed that



most contractor-dealers put these in some pigeon hole or under the counter where customers cannot see them. Mr. Arnold says they have found the use of this rack to be of great service in boosting the sales of goods and upon receipt of \$1.50 they will be glad to send a detail blue print to any dealer who wishes to build one.

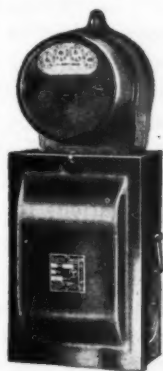


Meter Service Switch

It is a matter of much importance for the entire electrical trade to become familiar with the new movement toward standardization in regard to entrance switches through meters.

The Meter Service Switch shown herewith is a new product of the Trumbull Electric Manufacturing Company of Plainville, Connecticut.

This system of entrance service includes in one unit an externally operat-



ed switch, cutout and meter-testing connections and encloses the meter terminal chamber and all conductors leading between the switch and meter.

The terminal chamber of the meter projects into the box through an open end for top or bottom connections. An end wall is fitted tightly over the terminal chamber of any type of meter used, thus giving a completely enclosed unit with full safety against tampering, theft of current or personal contact.

The switch is operated by a handle on outside of box and can be locked in open position by an attachment inside of box which engages the operating lever.

The cover of box can be sealed with one seal which protects both meter, switch and main fuses.

When a central station puts a seal upon the box with permission of Public Service Commission they want to rest assured the apparatus covered by seal is not going to give them trouble or embarrassment.

As locking device for switch is inside of box, when box is sealed the switch

can be left either unlocked or locked open.

Thus a circuit can be sealed open without disturbing or removing the meter.

Fullo-Lite Lighting Fixtures

To satisfy the demand for an efficient Commercial Lighting Unit at a price in line with present conditions, Fred. W. L. Fullerton Inc., 15 West 20th Street, New York City, have developed the "Fullo-Lite Unit."

Realizing that continuous efficiency in commercial units depends on the cleanliness of both the inside and outside of the enclosing glass, they have designed this fixture so that there is very little chance for dust to reach the inside, and the outside super glazing together with design affords very little opportunity for dust to settle.

The glass is the well known Monox Special design, manufactured by the Macbeth Evans Company of Pittsburgh.



It is constructed to give an even distribution on both ceiling and floor, and diffuses a fine soft light without glare.

The hanger is made of heavy, substantial material, Bank Bronze being the standard finish.

The Fullo-Lite is made in two sizes, ten inch and fourteen inch, with or without silk shade and either close up or suspended. It is adaptable for lamps from 100 to 300 watts. Each unit

is packed complete in an individual carton of size convenient for shipping and the stock room.

The selling price is low and provides a handsome profit to the trade.

Valley Buffers and Grinders

The Valley Electric Buffer and Grinder is a product made from standard parts of the Valley Power Motor that has made for itself such an enviable record for efficiency, sturdiness and



dependableness. The Valley Buffer and Grinder has behind it twenty years of successful engineering and manufacturing.

The construction and dimensions of the Valley Buffer and Grinder represent the combined judgment of the practical operator, experienced dealers in such machinery and the accumulated experience of the manufacturer. The Valley Buffer and Grinder has a liberal reserve capacity of power and ample working space. The complete line is ball bearing and dust-proof, can be supplied with pulley to be used for power purposes if desired with only a slight increase in cost.

Both the motor and stand are finished in black enameled paint with lettering in aluminum. End plates are solid and

bearings are SKF ball, double row, self-cleaning. The entire motor is dust-proof and has a liberal reserve capacity of power. This outfit will do away with all noisy, heavy and in-the-way line shafting. Makes the shop neat and attractive.

Each machine has a double shaft extension threaded on both ends. On one end two four inch flanges and nut for holding the wheel and on the other end a nut for holding the brush (see illustration.) Manufactured by Valley Electric Company, St. Louis, Mo.

Condensed Notes of Interest to the Trade

The Automatic Electric Heater Company is now getting into production in its new home at Warren, Pennsylvania. The new buildings are L shaped and have several times the area formerly available, with ample room for future expansion. They are now making, in addition to four sizes of Sepco water heaters, an automatic electric glue pot and a new electric stamp vulcanizer.

Holabird Electric Company, San Francisco and Los Angeles, will represent Henry D. Sears of Boston, on the Pacific Coast. An adequate stock of Weber wiring devices will be carried in the Holabird warehouse at San Francisco.

Darwin Curtis of the National X-Ray Reflector Company has sailed for Europe, where he will spend some time in the interest of his company.

The Dryer, a selling organ devoted to Laun-Dry-Ette interests, has announced a Laun-Dry-Ette Users Book Contest. The competition takes place among Laun-Dry-Ette distributors and dealers and their salesmen. The contest was originally planned to close August 1, but has been extended to August 15.

"How to Make Money With Your Service Department" should be the title of the Service Manual recently published by The P. A. Geier Company of Cleveland, makers of the Royal Electric Cleaner. Because in it there is a very good explanation of methods by which the service department of a dealer in appliances can easily be turned from an overhead expense and put on a money making basis.

Hoyt Catlin has been appointed advertising manager of the Bryant Electric Company, Bridgeport, Connecticut. For ten years Mr. Catlin was identified

with the central station branch of the electrical industry. In 1917, Landers, Frary & Clark of New Britain, Conn., engaged him to develop a line of electric ranges, but this work was necessarily delayed by the war. Since January, 1919, Mr. Catlin has been developing and selling heater switches and other specialties for the Bryant Electric Company, and as sales engineer has been active not only in the sales department, but closely associated with the various activities of the factory.

N. G. Symonds, manager of the industrial division of the Chicago office of the Westinghouse Electric & Mfg. Co., has been appointed manager of the Chicago office, succeeding T. Julian McGill. The territory under the jurisdiction of this office includes North Dakota, Minnesota, Wisconsin, Iowa and parts of Nebraska, South Dakota, Illinois, Indiana and Michigan.

A new automatically controlled electric stamp vulcanizer is described in a bulletin just issued by the Automatic Electric Heater Company of Warren, Penna.

The Beardslee Chandelier Mfg. Co., of Chicago, has just issued a sixteen-page 7 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ " illuminating glassware catalog known as Catalog G-S-1. It contains illustrations of 126 patterns with descriptive matter and prices on over 200 sizes.

The General Electric Company will have a large exhibit, comprising a variety of its products at the seventh National Exposition of Chemical Industries, to be held in the Eighth Coast Artillery Armory, New York City, September 12-17.

Continental Electric Company, Ltd., has been formed to manufacture and sell Royal Electric Cleaners in Canada. The new organization has its headquarters at 507-511 King Street, East Toronto, Ontario.

Teleco., Inc., Knoxville, Tenn., advertises consistently and persistently. A Crouse-Hinds traffic signal roadside is being sent out by the Knoxville Company. Also an elaborate pamphlet containing fac simile testimonials from customers.

R. C. Cosgrove has been appointed manager of the Farming Section of the Industrial Department, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. Mr. Cosgrove has been actively in charge of this work

for the Westinghouse Company since the resignation of R. B. Harvey, several months ago.

"A Perfect Ironer for One Hundred Dollars" is the title of a descriptive circular issued June 15th, by The William G. Yates Company of Cleveland, manufacturers of the Cottage Ironer. Several interesting "close-ups" show the exclusive features of this appliance.

To honor the memory of the 49 Western Electric men who died fighting for their country, the Western Electric Company has just presented to its employees a completely equipped ten acre athletic field. It is located just to the west of the company's works near Chicago, and includes the area between 22nd and 23rd Streets and 49th and 50th Avenues.

An interplant wireless communication service was formally opened on May 31 by the Westinghouse Electric & Manufacturing Company, by the establishing of communication between the East Pittsburgh Plant and the Cleveland Foundry. Besides the Cleveland and East Pittsburgh factories, the Springfield, Massachusetts, Works and the Newark, New Jersey, Works are being equipped with stations for the transacting of company business.

Belden Manufacturing Company, Chicago, sends out an advertising device to be attached to the desk telephone. It holds a blank paper pad, which is always ready for use.

The Triumph Electric Company, Cincinnati, Ohio, Manufacturers of Triumph Motors and generators, announce that their New York office, of which T. W. Kloman is manager, has been moved from 80 Courtlandt Street, to the Knickerbocker Building, at 42nd Street, and Broadway.

"Standard Electrical porcelains" is the title of a catalog issued by the R. Thomas & Sons Company, East Liverpool, Ohio, advertising the products of that company.

T. Julian McGill, Manager of the Chicago Office of the Westinghouse Electric & Manufacturing Company, has resigned to become vice president of the Twin City Rapid Transit Company of Minneapolis and St. Paul, in charge of operation and public policy.

A. F. Zacher has resigned, effective at once, as District Manager of the Buffalo office of Economy Fuse and Mfg. Co., home office and factory, Chicago, U. S. A.